

Periodical

PUBLIC LIBRARY

DEC 20 1926

DETROIT

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The Same to You

AS we go to press with this beautiful Christmas issue we feel a deep sense of gratitude to the manufacturers of the industry for their continued splendid cooperation. This loyal interested support has been manifested in such a generous measure this year that it gives us a renewed inspiration to "carry on" with the constructive ideals and aims which have characterized this publication from its inception.

It is a privilege to have pioneered the idea and ideal of a specialized publication for the "Aristocrat of Industries" and see it substantially established and growing in prestige and influence and service. Our telepathy receiving set records many expressions of good will and well wishes from our readers at this time; we feel that you are a part and parcel of our business—our immediate interests being so much in common.

We are experiencing the compensations which come in business outside of those expressed in form of a satisfactory black ink balance. Nothing can stop or jeopardize a publishing business with such a combination of dividends resulting from a close working relationship with its clientele. We reciprocate with a Christmas message summed up in the words "The Same to You."

Entered as Second-Class Matter October 24, 1922, at the Postoffice at Chicago, Illinois,
under the Act of March 3, 1879. Published Monthly. Subscription Price \$2.00 Annually.

Practice What You Preach!

An Old Adage More Frequently Quoted Than Followed!

YOU **sell** your candies on a basis of superior quality. Do you **justify** this position in your **buying** policy?

To present day Americans, **price** is only **secondary**. Because of this, you offer your goods as the best eating, best tasting, purest candy on the market and dress it up in fine packages because people are prone to believe, the first time at least, that the nut is worthy of its shell.

You must **make good** on that promise — purchase the ingredients of your candy with the same thought in mind. Stop talking **price** to the flavor salesmen. You are not buying **prices** but **flavors**—**fine flavors** that represent the confectioner's **best single selling asset**. Use good flavors, designed for the particular conditions of your manufacturing process. They are the **most economical means** available of **increasing** candy **sales** and **profits** — just as important a factor in your merchandising scheme as your star salesman; perhaps a little more so. Do you give the same consideration to their selection?

More than half a century of experience is represented in the following flavor groups—three **outstanding successes**, all **based on true fruit**.

True Fruit Aroma Essences—

The finest and purest money can buy—for highest grades of Fondants, Cream Centers, etc.

Fritzbro Aromes—

True fruits skillfully fortified—Nature and science, hand in hand—real true fruit flavor **quality** at minimum cost.

Hard Candy Flavors—

Universal Flavors—particularly adapted for high temperature work but useful in any kind of confectionery—strong and economical—yet delicate in final effect.

Send for samples and full details

FRITZSCHE BROTHERS, Inc.

"A Flavor for Every Purpose"

New York
82 Beekman St.

Toronto
Fritzscbe Brothers of Canada, Ltd.
93 Church St.

Chicago
118 West Ohio St.

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The Manufacturing Confectioner's Approved Advertising of

Confectioners' Machinery and Supplies

and Miscellaneous Advertising Directed to Manufacturing Confectioners

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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FLAVOSCENTS

CONFECTIONERS'

FLORAL FLAVORS

Palatability in Florality

HE who values the delicacy which a well chosen floral essence imparts to the savor of confectionery products might profitably test our Confectioners' Floral Flavors. They are new to the confectionery industry and freshly true to the growing flower in odor, taste and palatability. An original, novel and exclusive method of extraction makes them possible.

As seasoned experts in the development of exquisite floral effects we are peculiarly well qualified to supply the manufacturing confectioner with floral flavors that are loyal to flower odor and most agreeable to the taste. Their concentrated strength makes these products far-reaching and thus extremely economical.

HELIOTROPE
LILAC
ROSE

HONEYSUCKLE
ORANGE FLOWER
IRIS

JASMIN
LILY
VIOLET

UNGERER & CO.,

124 West 19th Street
NEW YORK CITY

Seafoam Puffs Turkish Nougats Cut Nougats

Kisses Hand-Roll Centers

Whipped Cream Centers Nougatines

Starch Run Centers French Nougats Cast Nougats

Light Cream Center for Bars Divinities Quality Fudge

Keep Your Christmas Season Candy Production above Criticism

White-Stokes

FONDAX

You Are Entitled to These
EXTRA Holiday Season PROFITS!

Let us help you get them

No combination or fondant you can build yourself can produce as large or as fluffy egg—as Fondax, which comes to you scientifically prepared and ready to use.

As a business proposition its use in your production department deserves every consideration. It is a money-maker. It's a time and labor saver. It whitens and refines cream centers. It prevents excessive moisture and shrinkage and insures that uniformity of quality that you are always striving so earnestly to obtain.

All this means nothing less than considerably increased profits to you with less worry, less labor and genuine economy in production. All advantages are great enough to deserve your immediate consideration of Fondax. Write today for formulae and other helpful information.

Simply address

WHITE-STOKES COMPANY, Inc.

3615-23 Jasper Place - Chicago
253-36th Street - Brooklyn



(No. 1 in a series of advertisements telling the story of COIGNET Pure Food GELATINES)



Centennial of the firm of Coignet, founded in 1818 at Lyons, France

Coignet is undoubtedly the oldest and largest manufacturer of Gelatines in the world.

Four Modern Factories Producing Food Gelatine Exclusively

COIGNET has eight important factories in France, and three in Belgium. Two of these factories in France, one at Heyrieux (Lyons) and one at Givors (Rhone), and two in Belgium, one at Hasselt, the other at Vilvorde, are exclusively devoted to the production of the finest and purest "PURE FOOD GELATINES," that the most modern and scientific apparatus can produce. Each one of these factories, situated in the country, away from the smoke and impurities of cities, possesses its own wells, giving an important and inexhaustible supply of the most limpid and purest of waters.

Originators of Use of "Osseine" and "Calf Skin" in Production of Gelatine

Coignet were the originators of the use of "Osseine" and "Calf Skin" in the production of Gelatine, and as such are recognized, the world over, as the standard producers of that commodity. There is, without exception, no country in which Coignet Gelatines are not considered as the standard of comparison, and we could mention a number of scientific text books published in different countries on bacteriological and biological subjects, which name specifically Coignet Gelatines, as the Standard of excellence for such delicate uses.

Coignet Technical Gelatines have been used in the United States for over 50 years. In 1912 Coignet began the production of Pure Food Gelatine, according to the standard set up by the United States Government, but these activities suffered an interruption of four years, due to the war, and could not be resumed until 1919. The research work and the installation of the new factories did not allow volume production to begin until 1923.

Laboratory at Your Disposal

At our New York Office, we have a most complete practical laboratory, where tests are thoroughly and carefully made of every shipment we receive, as a final check on our deliveries. We have also established a testing service for the trade—the users of edible gelatine to test any samples you send us.

*A Background
of 108 Years
in the manufacture of
Gelatine*

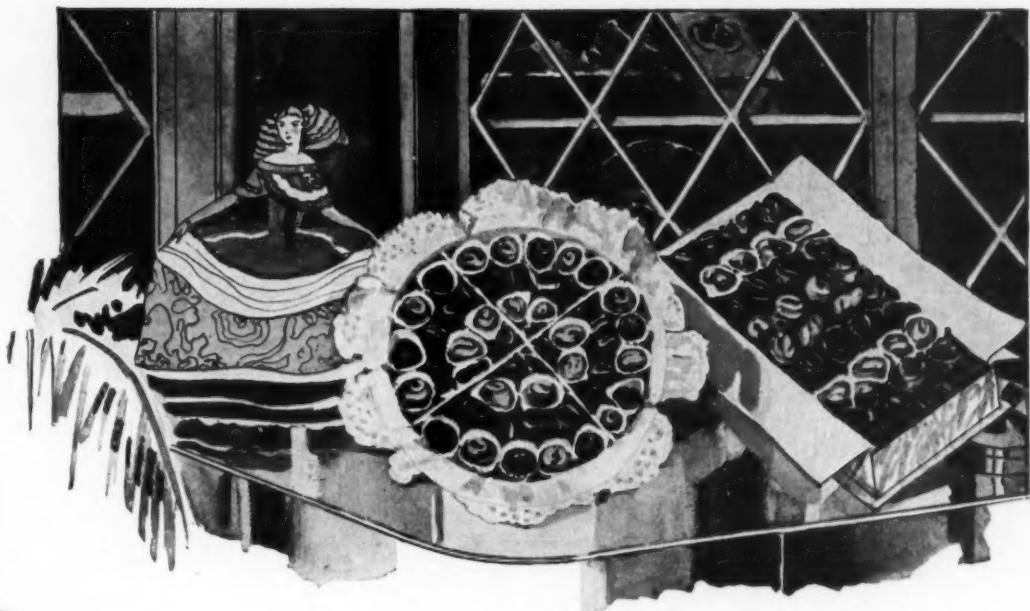
*May we send you illustrated
booklet about Coignet?*

COIGNET GELATINES

W. E. MILLER, General Manager

17 State Street, New York, N. Y.

Stocks and selling agents
at principal distributing points



Milk coated chocolates are a distinct feature in the finest candy assortments

Milk coated chocolates?

"Our customers ask us for them"

say salesgirls in the leading candy stores

THE opinion of people who are in daily contact with your market reflects directly the popular choice.

Salesgirls in the leading candy stores agree that the milk flavor is the favorite. And salesgirls are in the best position to judge the trend of your market.

Everywhere discriminating candy makers are taking advantage of the marked popularity of milk coated chocolates. In leading stores, milk chocolate assortments—nuts, fruits, nougats and coconuts—are displayed prominently as special attractions.

In supplying this market for milk chocolates, careful candy manufacturers select Peter's Fresh Full Cream Milk Chocolate Coatings. For from these exceptional milk

coatings they get *better* results.

For irresistibly delicious flavor, uniformity, smooth stroke and high gloss, Peter's Coatings are unequalled. A product of the best chocolate making skill and experience in the world, they measure up to the high standard set for all Peter's Chocolate.

Peter Cailler Kohler Swiss Chocolates Co., Inc., 131 Hudson Street, New York City. Branch Sales Offices: 722 Nicholas Bldg., Toledo, Ohio; 431 South Dearborn St., Chicago, Ill.; and 3620 Third Ave. So., Minneapolis, Minn.

The Peter Coating line covers every chocolate making need. In addition to Milks, it includes Vanillas, Sweets, Bitter Sweets and Liquors . . .



Packed in 100 and 300 pound cases, each cake is stamped with the famous Peter trade-mark



"High as the Alps in Quality"

PETER'S CHOCOLATE COATINGS



Safeguard the Goodness — of Your Easter Goods

THOUSANDS of dollars in profits and prestige of untold value are lost annually because cream eggs become *dry, ferment, grain or leak*.

Good Easter eggs should be *creamy, smooth and tender* — To make and keep them in this desirable condition be sure that you include NULOMOLINE in your batches.

The major troubles incidental to the manufacture of Easter eggs can be prevented or controlled by NULOMOLINE.

Tell us what you desire to know about the use of NULOMOLINE in your Easter line and we will cheerfully furnish details.

The NULOMOLINE Co.

109-111 Wall Street

New York, N. Y.

Again Announcing—

Our new Research and Service Department—

To help solve your candy-making problems

The Atlantic Gelatine Company is pleased to announce a new and valuable service to candy manufacturers.

We have established a Research and Service Department under the direction of one of the leading candy experts of the country. His experience and information on gelatine in candy-making are yours for the asking. All our information in candy-making methods, too, is at your disposal.

If you have a problem that has to do with gelatine—if you are interested in developing some new recipe or want the latest scientific development of an old one that uses gelatine—write us. There is no charge or obligation whatever. We are anxious to serve you at all times.

“Grade Plus”—A Feature of Atlantic *Super-Clarified* Gelatine

There is a “plus” clarity, “plus” uniformity, “plus” purity, “plus” viscosity in every grade of Atlantic *Super-Clarified* Gelatine. When you buy this *Super-Clarified* Gelatine you get more for every dollar spent.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 92, 1 Hudson Street

ATLANTIC *Super-Clarified* GELATINE

Looking Forward to Easter

WHAT CONVERTIT IS

CONVERTIT is a yeast enzyme known as invertase. It is a practically colorless liquid. It comes packed in bottles or steel drums. The great value of CONVERTIT lies in its power to soften cream centers after they are coated with chocolate. Our booklet covers in detail the use of CONVERTIT under actual factory conditions.

Invertase has also been the subject of long study and research by the Bureau of Chemistry at Washington, D. C. and it is now fully recognized as a valuable scientific contribution to the candy industry—an outstanding example of the benefits to be derived from the cooperation of chemists and candy makers.

THE production of soft cream eggs is easier when CONVERTIT is used. You can make the eggs firm enough to handle without loss of shape and CONVERTIT will soften them after they are coated. While softening the eggs CONVERTIT will also build up resistance against fermentation and drying.

Through the use of CONVERTIT you can make up your cream eggs during a slack period with definite assurance that the centers will be soft when they reach the consumer.

Order a pound of CONVERTIT and get acquainted with the results it will produce.

THE NULOMOLINE COMPANY

Exclusive Distributors of Convertit

109-111 Wall Street

New York, N. Y.

CONVERTIT

The highly concentrated invertase of standardized activity



GIVAUDAN - DELAWANNA

VANILLIN CP

That True Vanilla Bean Flavor



VANILLIN, U.S.P. IX

TO produce a Vanillin of superior quality and faithful uniformity, possessing the true rich flavor of high quality Vanilla Beans, is the achievement of the Delawanna organization.

"We have customers who have found they can use 5% less of our Vanillin than others, and still obtain the same strength and a more satisfactory product."

Givaudan-Delawanna, Inc.

BURTON T. BUSH, Inc.

101 Fifth Avenue

New York, N. Y.

Stocks carried at branches in Chicago, Montreal, San Francisco

TRADE MARK



AMERICAN WORKS
DELAWANNA, N.J.

Established - 1880

Sethness Company

659 HOBBIE STREET, CHICAGO, ILLINOIS

*Service
and
Quality*



*For
Forty-Six
Years*

Nineteen Twenty-six

means another year added to the history of

SUPER CONCENTRATED BOUQUET FLAVORS

recognized throughout the Candy Industry as the leading flavors for every kind of Confection.

Cherry
Cheese
Butter

Peach
Honey
Pineapple

Raspberry
Strawberry
Walnut

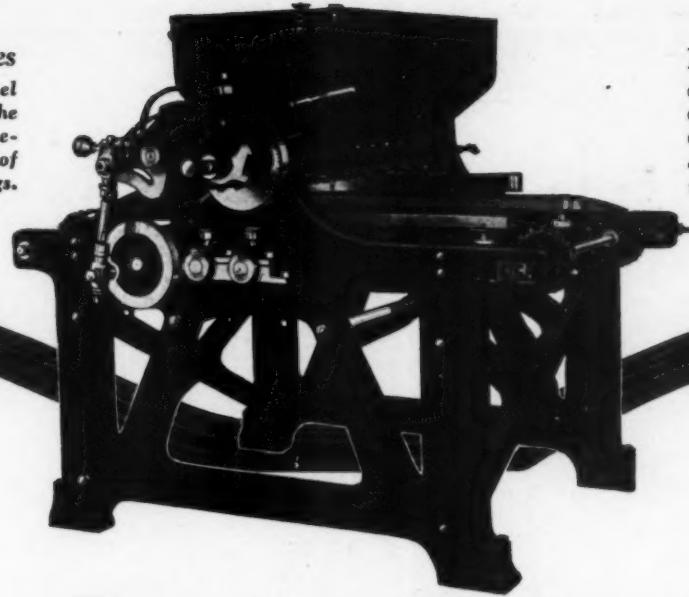
There is a flavor in this assortment that will meet your needs.

Eastern Sales Office
1133 BROADWAY, N. Y.



New Features

The latest model is adapted for the use of extra depositing shafts of different spacings.



New Products

Cocoanut slugs, Cocoanut eggs, Cream containing chopped fruits, nuts, etc.

The Racine Depositor

(Patented)

For every duty a machine of this kind can perform, the Racine Depositor is distinctly superior.

Built in four different types

1—Starch Work. For all goods cast in starch including cream, gum, jelly, marshmallow, etc.

2—Cocoanut Slugs. This type also handles cocoanut eggs and cream masses containing chopped fruit, chopped nuts, etc.

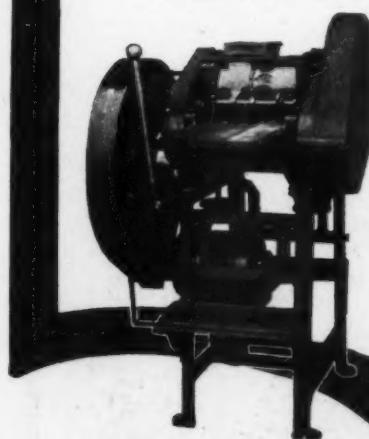
3—Solid Chocolate Stars and Kisses. It produces practically all goods of this kind made in United States.

4—Chocolate Bars. For solid chocolate cakes, nut bars or bars containing ground nuts.

Improved Racine Automatic Sucker Machine

(Patented)

This is the original Automatic Sucker Machine. It created the sucker business, now a big factor in the candy industry.



With the new Duplex Rolls it has attained the remarkable speed of from three to four hundred suckers a minute.

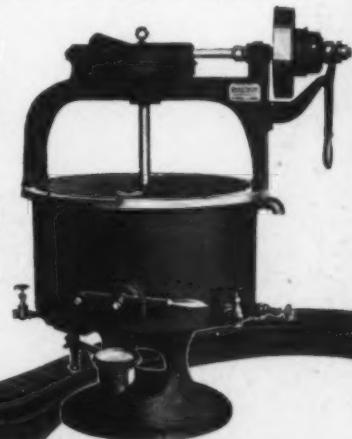
It makes suckers of every conceivable size, shape or weight, Waffles, Satin Finish Goods, and Drop Roll work.

Racine Chocolate Mixer

The Racine Chocolate Mixer has every refinement that skill and experience can suggest. Note the high arch which elevates the drive pulley to a point of safety.

Oilless bushings are used throughout, which make lubrication of bearings unnecessary.

Racine Mixers are made in five sizes to meet all requirements and vary in capacity from 200 to 2000 lbs.



RACINE CONFECTIONERS' MACHINERY COMPANY
RACINE, WISCONSIN, U.S.A.

The Question: Will You Compete With or Against the Bentz "Coldbed"?

The following is a partial list of leading manufacturers of confectionery and biscuits who have adopted the Bentz patented "Coldbed" as standard equipment for their Chocolate Coated goods:

CURTISS CANDY COMPANY, Chicago.

WILLIAMSON CANDY CO., Chicago.

5—32" pre-cooling "COLDBEDS".
5—32" regular "COLDBEDS".

A. G. MORSE CO., Chicago.

NUTRINE CANDY CO., Chicago.

GURLEY CANDY CO., Minneapolis.

SHOTWELL MFG. CO., Chicago.

4—regular "COLDBEDS".
7—pre-cooling "COLDBEDS".

WALTER O. BIRK CANDY CO., Chicago.

**ELANKE-WENNEKER CANDY CO.,
St. Louis.**

E. J. BRACH & SONS, Chicago.

ALERTA CANDY CO., San Francisco, Calif.

PARISIAN CHOCOLATE CO., Seattle, Wash.

CHASE CANDY COMPANY, St. Joseph, Mo.

CLINTON-COPELAND CO., Burlington, Ia.

ITEN BISCUIT COMPANY, Clinton, Ia.

**ROBERT A. JOHNSTON CO., (Biscuit Dept.)
Milwaukee, Wis.**

STRIETMANN BISCUIT CO., Cincinnati, O.

PERFECTION BISCUIT CO., Ft. Wayne, Ind.

P. MARGARELLA, New York City, N. Y.

WALTER M. LOWNEY CO., Boston, Mass.

UNITED DRUG CO., Boston, Mass.

D. L. CLARK CO., Pittsburgh, Pa.

HARDIE BROS. CO., Pittsburgh, Pa.

WM. H. LUDEN, Inc., Reading, Pa.

**QUAKER CITY CHOCOLATE & CONFEC-
TIONERY CO., Phila.**

CROFT & ALLEN CORP., Bethlehem, Pa.

E. GREENFIELDS SONS, Brooklyn, N. Y.

Bentz engineer will make an "accounting" of your factory conditions and suggestions for your consideration without cost to you.

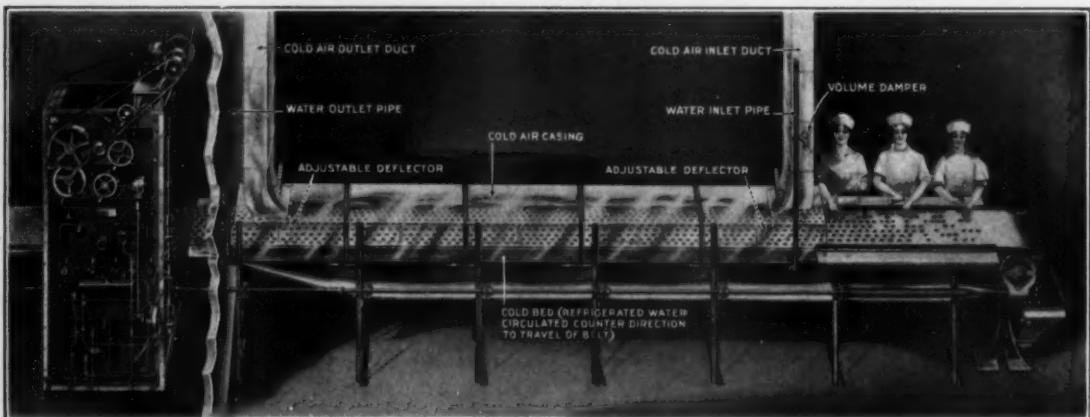
May We Send You Bulletin G-141

BENTZ ENGINEERING CORPORATION

661 Frelinghuysen Ave., Newark, N. J.

CHICAGO: 123 West Madison St.

NEW YORK: 122 Greenwich St.



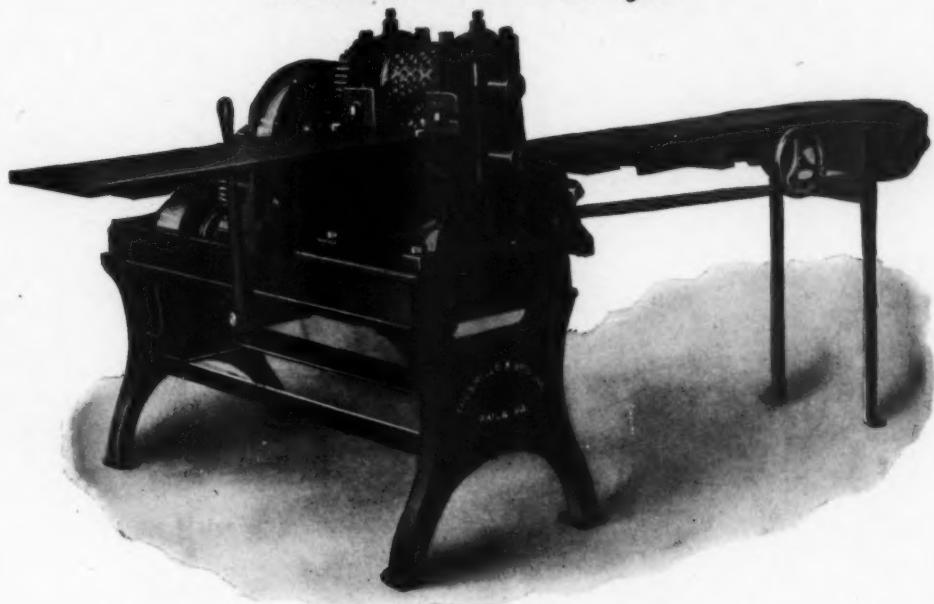
The "COLDBED" Chocolate Cooling and Packing Table directly connected to Coating Machine.

Thomas Mills & Bro., Inc.

1301 to 1315 North Eighth St.

Philadelphia, Pa.

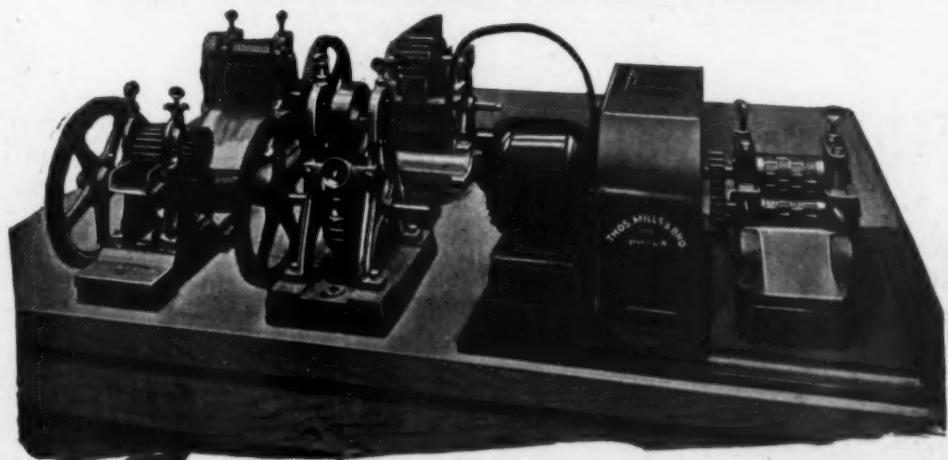
Large Power Drop Frame with Stand and Endless Belt Conveyor



Have You Our Latest Catalogue on Entire Line of
Candy Factory Equipment?

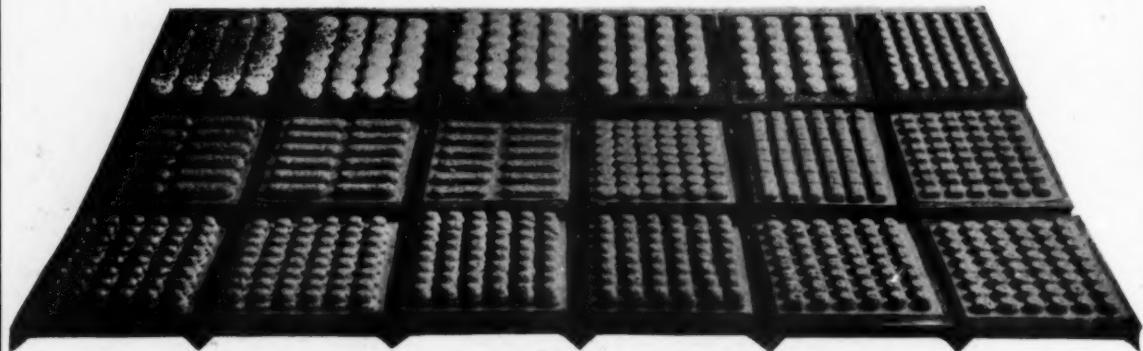
If not, same will be sent on advice as to just what machinery is required.

Electric Motor Attachment for Small Machines



WE HAVE MANUFACTURED CONFECTIONERS'
EQUIPMENT SINCE 1864

HAND ROLLS



"The Centers of Attraction"

Without the Hand and Without Starch
the enemies of purity and quality

FRIEND PLASTIC CENTER MACHINES

CENTERS FOR 4000 LBS. FINISHED GOODS PER DAY WITH ONE OPERATOR CAN BE PRODUCED ON THE MODEL E MACHINE SHOWN BELOW. SMALLER MACHINES FOR LESS PRODUCTION.

ANY SIZE—ANY SHAPE—CENTERS

96 PERFECT CENTERS

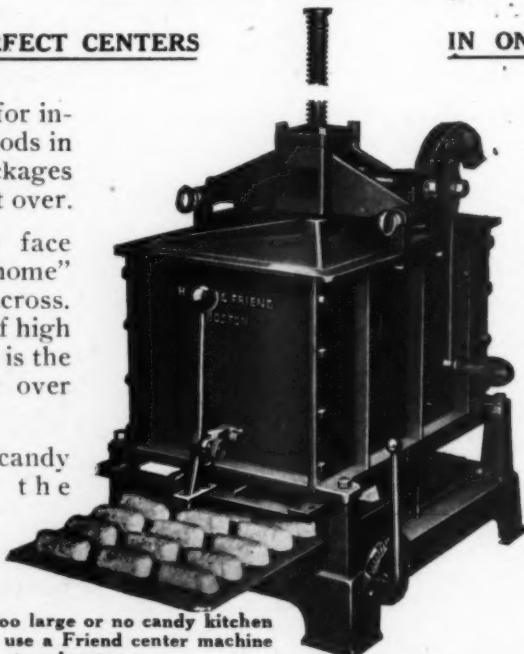


HE days for inferior goods in fine packages are about over.

Like a handsome face with "nobody home" they can't put it across. A simple package of high quality Hand Rolls is the one that is going over today.

That is why every candy manufacturer in the

IN ONE OPERATION



No factory too large or no candy kitchen too small to use a Friend center machine to advantage.

United States has his eyes on Hand Rolls, and is why I have been unable to meet the demand for my machine during the past few months.

It has become a known fact that the Friend Plastic Center Machines represent the most practical and economical means for forming Hand Roll centers of the highest quality.

My hat is in the ring to prove these statements if you will write for complete information.

Please write for further information.

HARRY L. FRIEND, 152 Milk St., Boston, Mass.
DESIGNER, MANUFACTURER AND DISTRIBUTOR



Just like your wrapping problem

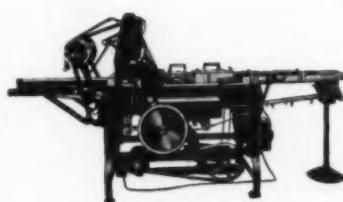
The analogy is perfect.

The crowds jamming through the subway turnstiles are like your products streaming through the wrapping machines—each person and each package must be handled individually, yet the constant flow must not be impeded.

The ticket chopper had to give way to a quicker and more economical way of handling the subway crowds. And old-fashioned wrapping machines must give way to quicker and more economical methods of handling your production.

AMF engineers have designed, developed and built automatic wrapping and sealing machines for a very large number of manufacturers of nationally known packaged products. Each machine was built because it was necessary to do a certain job better, quicker and more economically than it had ever been done before.

A quarter century of fruitful experience along these lines is cheerfully placed at your disposal. What is *your* problem?



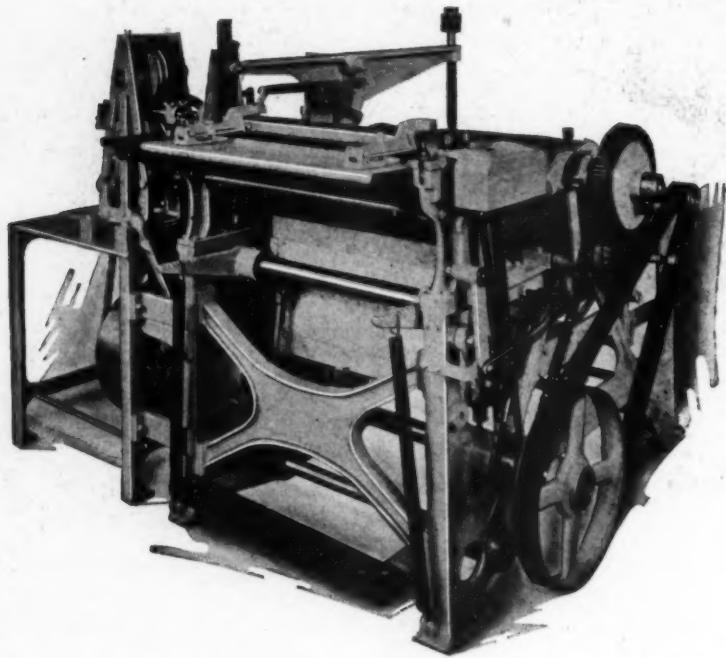
AMF Wrapping Machine

AMERICAN MACHINE & FOUNDRY COMPANY



5502-5524 Second Avenue
Brooklyn, N. Y.

The AUTOMATIC HARD CANDY MACHINE *for SPHERICAL HARD GOODS*



This machine embodies in it all the features of the Semi-Automatic Machine plus the added convenience of Sizing, Feeding, Cutting and Discharging, *entirely automatically*

IT SAVES LABOR

INCREASES PRODUCTION
DOUBLES YOUR PROFITS

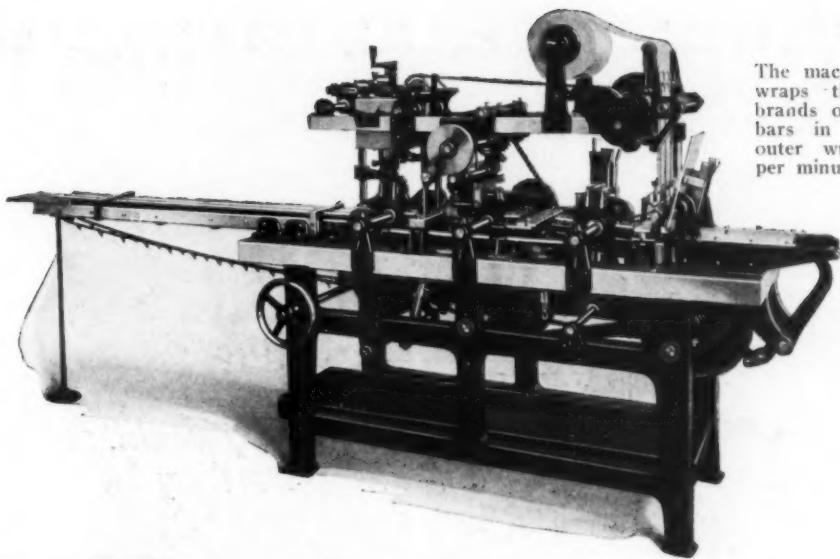
Full information on request—Do it now!

JOHN WERNER & SONS, Inc.
ROCHESTER, N. Y.

New York Office: Alamac Hotel.

*Hard Candy
Producers:*

Special provisions are also made for producing the now famous fruit tablets on this machine. It merits your consideration. Write us.



The machine which wraps the leading brands of chocolate bars in inner and outer wrapper. 65 per minute.

To the Man who says: "My product can't be wrapped by machine."

We frequently meet the executive who would like to secure the volume and economy which machine-wrapping makes possible, but who believes that his product is "so different" that it cannot be wrapped by machine.

Sometimes he is right—but very often we are able to solve his problem, securing for his business the many advantages which machine-wrapping makes possible.

For example, can you think of anything more difficult to wrap than the tender little cake of yeast that crumbles at the slightest pressure of your fingers? Or a fluffy sponge cake, covered with soft icing? Or the thin cake of milk chocolate, so easily broken? These products are wrapped on our machines, neater and

faster than human hands can do it, *and with no injury to the product.*

Large volume is not always necessary in order to enjoy the benefits of machine wrapping. A wrapping machine operated only part time will in most instances show a decided saving over hand-wrapping—not to mention the improved appearance and greater sales value which a neater machine-wrapping gives to a product.

No matter what your wrapping problem may be—whether it has to do with the nature of your product, or some other phase of your production—write us about it.

Solving problems built our business.

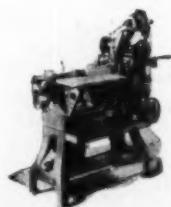
PACKAGE MACHINERY COMPANY Springfield, Massachusetts

NEW YORK: 30 Church Street

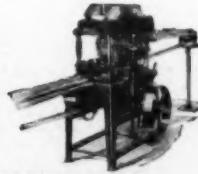
CHICAGO: 111 W. Washington Street

Let our nearest office be of service to you.

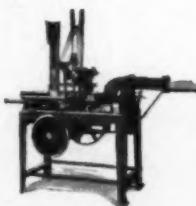
Over one hundred million packages per day are wrapped on our machines.



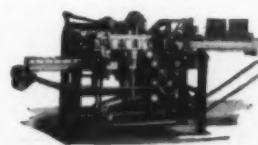
The machine that wraps Fleischmann's Yeast, applying sticker at 100 per minute.



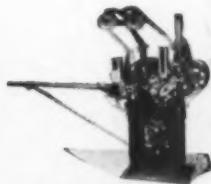
The machine that wraps laundry soap in inner and outer wrapper—90 per minute.



The machine that wraps cigarette and other small packages in transparent glassine paper—65 per minute.



The machine that wraps Uneeda Biscuit, attaching separate end seals—65 per minute.



The machine that wraps Chewing Gum complete—500 sticks per minute.

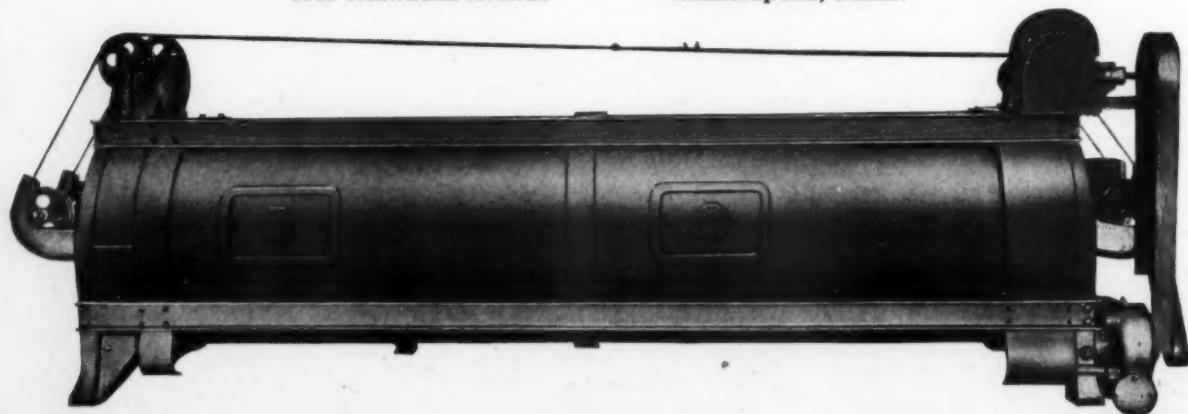
To Manufacturers of Gum Work and Marshmallows:

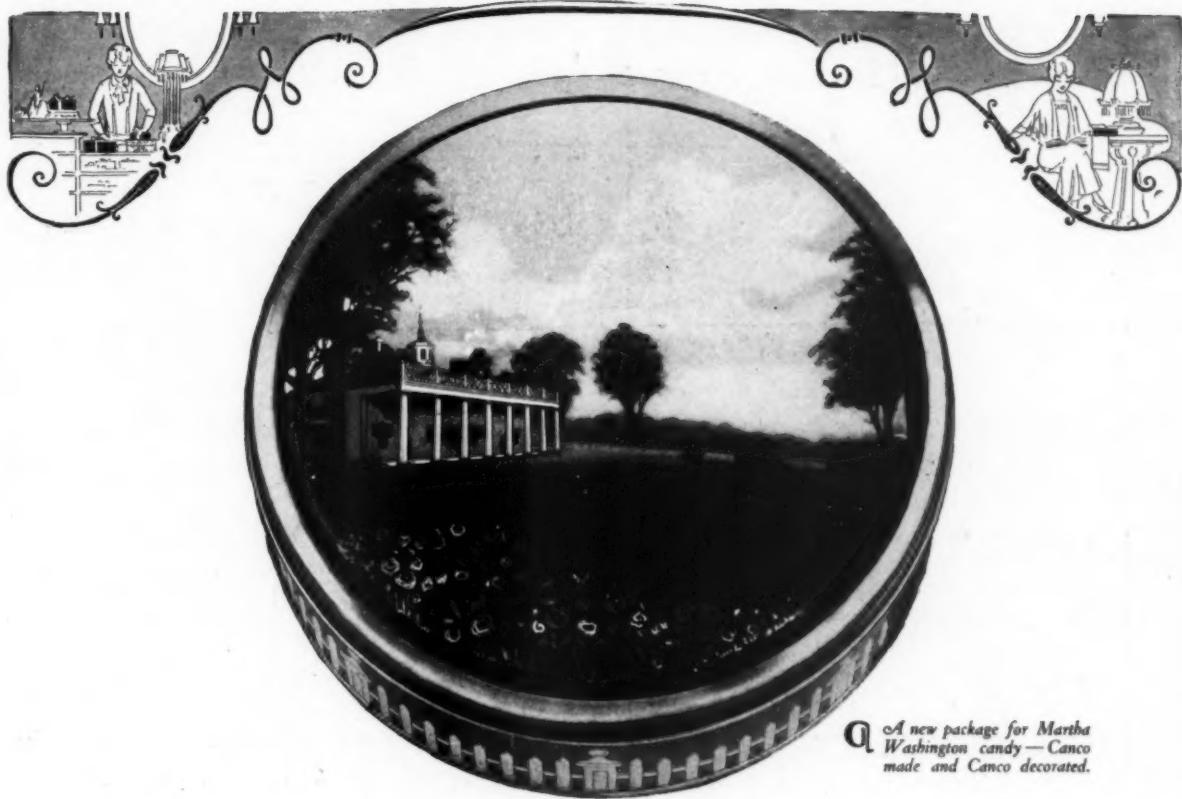
Just imagine what savings could be effected in your plant —

- (1) *If your gum work of better quality could come out of the starch in 24 to 36 hours after they are cast, instead of twice that long!*
- (2) *If your dry rooms could be eliminated entirely in the manufacture of marshmallows!!*
- (3) *If your wet starch could be thoroughly cleaned and dried and returned automatically to mogul in less than ten minutes with exactly the desired degree of moisture and temperature—clean starch for every cast!!!*
- (4) *If you could produce greater tonnage of marshmallow and gum work of better and more uniform quality with one-third the number of boards and one-third the amount of starch and less floor space than you now use!!!!*

The Huhn System of Conditioning Starch will do all that and then some—we haven't told you all—Let us send you catalog.

A. HUHN MFG. CO.
3915 Hiawatha Avenue Minneapolis, Minn.





Q A new package for Martha Washington candy—Canco made and Canco decorated.

Where design fits brand

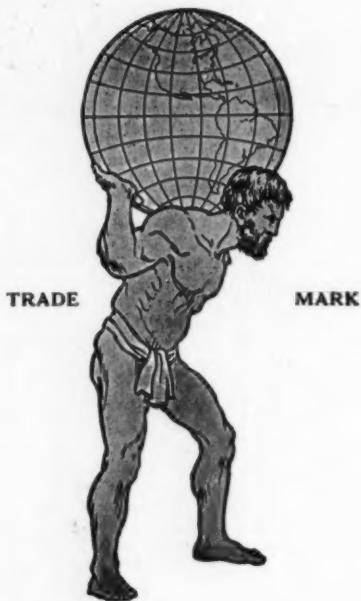
ONE of the sales advantages of the decorated metal package is its utility after the confections have gone the way of all candy. Then the user prefers a box with no advertising.

This Martha Washington package shows no name, yet the design serves to keep the brand in mind as long as the box exists—for who can overlook the connection between the name of Washington and the historic home of Mount Vernon!

A similar device might work out equally well for you. Why not talk it over with a Canco representative? There are a number of stock designs available, if you need boxes quickly.

American Can Company

NEW YORK CHICAGO SAN FRANCISCO



Atlas Certified Food Colors

ALL SHADES

*Certified Combination Colors
Certified Primary Colors
Certified Paste Colors
Vegetable Dry Colors
Vegetable Paste Colors
Atlas Carmine No. 40*

Atlas Flavors and Extracts

*Genuine True Fruit Extracts
Imitation Fruit Flavors
Conc. Imitation Fruit Flavors
Pure Vanilla Extracts
Imitation Vanilla Flavors
Maple Flavors*

We are the World's
Largest Producers of

Carmine No. 40

Write for Samples and Prices

ATLAS BRAND Colors and Flavors

The Priceless Ingredient

WHEN buying pure food colors and flavors consider first THE PRICELESS INGREDIENT—the HONOR and INTEGRITY of him who makes them.

The ATLAS LABEL on a package of food color or flavor is your guarantee of satisfaction. It represents the technical knowledge of skilled chemists—the perfection that comes only through long experience—the resources of a national organization—and the PRIDE of its manufacturers in establishing and maintaining the World's standard of quality.

H. KOHNSTAMM & CO., Inc.

First Producers of Certified Food Colors

NEW YORK
83-93 Park Place

CHICAGO
11-13 E. Illinois St.

ESTABLISHED 1851

THE PUBLISHER'S PAGE



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Agents and Executives.**

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The Passing of an Inferiority Complex

THE trouble with the candy industry is that it has an inferiority complex. We have retreated in terror before the charges of our adversaries. We have been called purveyors of forbidden luxuries; blenders of paints, glues and varnish; poisoners of children; promoters of a race of fat people and diabetics—and we have side-stepped every accusation as though we feared a show-down at the bar of public opinion.

We'll Take Up the Challenge

The actual facts in the case furnish no good reason for failing to take up the challenge. Thanks to science, in the form of recent medical and physiological research, our own hitherto nebulous conception of the health-giving and nutritive functions of candy has undergone revision upward. We have begun to learn something of its usefulness in the service of humanity. And that newly acquired knowledge brings to us a new sense of responsibility, a realization that the candymaker and his art have at last found their place in the sun.

What of this bunk about colors and glue? It was quite a trick, some years back, to dissolve the colors from candy and before a horrified audience, dye pieces of cloth with them to prove that the candy con-

tained "paint." In the same manner it is possible to make an Italian flag with colors extracted from beets and spinach. Yet nobody ever accused nature of coloring her vegetables with paint. The pigments derived from aniline sources and which are permitted by an exacting government to be used in foods are not one whit less wholesome than pigments derived from these vegetable sources, but not all newspaper publishers will concede this point.

The women folks put bones in to "strengthen" the soup, but when a manufacturer uses the same gelatine, they call it "glue."

And then this lie about glucose—a lie which is encouraged by a handful of manufacturers who seek to bask in public favor by offering 100% pure can sugar hard candy, which they know to be less desirable than hard candy made with a reasonable percentage of corn syrup! Why do we not spike such falsehoods and educate the public to the healthfulness of the second most important raw material we use?

Of Course, Candy Is Fattening, But—

IS Candy fattening? Of course, candy is fattening—if you insist upon eating it to excess. We all know a lot of frail sisters who could stand a little fattening. Potatoes, rice, spaghetti, bananas—are all of them fattening foods, yet they provide the staff of life for over three-quarters of the world. Can we overeat *any* item of the diet, whether protein, carbohydrate or fat, without disastrous results? Then why pick on candy?

This fad of cutting out candy to reduce while secretly filling up with other starches and sugars is one of the paradoxes of human nature. A woman who had been put on a saltless diet returned to her doctor for examination at the end of two weeks. The doctor, noting that she had not shown any improvement during this period, inquired suspiciously, "Did you



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have any difficulty accustoming yourself to the lack of salt?" "No," the woman replied sweetly; "you see, I am very fond of bacon, so I cooked most everything with bacon and didn't mind it a bit." That's the kind of "hairpins" we are.

Dr. Charles F. Pabst, attending dermatologist at Greenpoint Hospital, Brooklyn, New York, says, in an article contributed to the New York American:

"Another fad without sensible foundation is the desire on the part of girls and women to become abnormally thin; or, as I term it, 'pathologically thin,' because in many instances actual disease is deliberately acquired in order to rid the body of normal tissue. Dieting without medical supervision is extremely hazardous, because certain foods and substances are absolutely necessary in order to maintain normal health. The human body is the most wonderful and complicated chemical factory in the world, yet many people tamper with it as if they were handling a concrete-mixer. A strikingly sad example of improper dieting was the case of a shapely motion picture actress who became a nervous wreck and blasted her career by restricting herself to tomatoes, spinach and orange juice. A director told her she was becoming too heavy, and without medical advice she began the starvation process, staking it against her career. She lost."

Many a dieting tragedy is written in those two brief words, "she lost."

The Facts Are in Our Favor

WHAT have the scientists got to say about candy? The value of strong sugar solutions in preventing bacterial invasion is well known. According to Dr. Pemberton (quoted in *Science*), the sugar we eat has a definite bearing on the ability of the bones to resist infection. Sugar in the blood stream builds up resistance to disease. *The danger comes from too little sugar, not too much!*

Vitamin A, which insures normal growth, and Vitamin C, which prevents scurvy, are commonly supposed to be destroyed by cooking, and it has therefore

been contended that cooked confections do not contain these necessary vitamins. E. F. Kohlman, speaking before the American Medical Society, states that he is unable to confirm this theory. His investigations indicate that these vitamins possess a high heat resistance and are not destroyed under the conditions normally encountered in manufacture.

A series of tests reported in the proceedings of the American Physiological Society showed conclusively that irritability and blood sugar content are related. The less sugar in the blood, the more irritable the individual. When the blood sugar content was artificially increased by glucose injections, the irritability of the subject decreased. Sugar is administered to correct anaemia, or lack of blood, and is indicated in cases of nervous disorder arising through defective metabolism. One woman, committed to a sanitarium for the insane, was cured in a period of nine months by the administration of corn sugar in the diet.

In the *Journal of the American Medical Association* (V. 86; pp. 178-181) it is stated that *even diabetics should have their share of candy*. Patients undergoing insulin treatment were fed high carbohydrate diets. The urine remained sugar-free and the blood maintained a normal sugar content. The patients were restored to a more normal state of physiological and mental activity, and since the diets were more palatable, lost their craving for forbidden foods.

With this sort of evidence coming to the defense of candy, it is high time that we lost our inferiority complex and got behind a campaign to educate the public to regard candy as what it is—a normal, healthful and nutritive part of everyone's diet!



Quarantined Walnuts and Filberts Get Clean Bill of Health; BUT—Wait Till February 1st

THE quarantine under which the Federal Government placed walnuts, filberts, chestnuts, cobnuts and acorns in an effort to prevent the entry into this country of the European codling moth, and which has been in effect during the busiest three months of the import season, appears to have operated smoothly during this period and occasioned much less hardship on the importers than the most optimistic believed possible.

The Department of Agriculture has met the importers more than half way, first in postponing the full force of the restrictions until after the holiday season; and later, by releasing 95 per cent of each import shipment without examination, so as not to interfere with the prompt and orderly distribution of holiday goods. The remaining 5 per cent of each importation has been held by the customs house pending examination and withdrawal of samples by the inspectors of the Federal Horticultural Board. The examination and release of these small lots has been reasonably prompt; whatever delays have arisen here and there have more than likely been caused by the importer's lack of familiarity with the procedure than by any failure of the board to issue permits or examine and release shipments promptly.

A spokesman attached to the New York

staff of the Federal Horticultural Board stated definitely that no evidence of codling moth infestation has yet been found in the recent arrivals of either walnuts or filberts; consequently, not a single shipment of these items has been held up or refused entry. On the other hand, Marrons, or chestnuts, showed a rather heavy infestation and on this article a decided tightening of the quarantine restrictions was predicted.

Our Domestic Indian Meal Moth the Culprit

Walnuts and filberts were not without evidence of infestation from other sources, however, notably from the Indian meal moth, and although this visitor is classed as a domestic storage pest and is not covered by the present quarantine, it was indicated that the department might possibly take action against this and similar pests in the future.

What action the department will take on the codling moth quarantine on February 1st is not disclosed, but it is fairly certain that with respect to walnuts and filberts, the present procedure of requiring permits and examining 5 per cent of every shipment will be continued without change unless by chance some direct evidence of infestation of these nuts with the codling moth is uncovered in the meantime.

Arrest the Pests That Infest

DESPITE the feeling of security which exists generally among walnut and filbert importers, the interest displayed in the present Californian method of vacuum-carbon-disulphide fumigation has grown apace. The present quarantine has for the first time brought home to a great many of the importers the importance which the government attaches to insect infestation and the precariousness of their position as importers of infested materials. The Horticultural Board will more than likely give them a clean bill of health against the codling moth, but it is not beyond the bounds of possibility that future restrictions may be applied to the Indian meal moth, weevils, and other more prevalent nut pests. So it may be said to their

credit, several of the larger importers have been giving the situation considerable study to prevent their being unprepared should such a contingency arise.

To claim that because the Indian meal moth was originally of domestic origin, the department has no jurisdiction over it, is absurd. The presence of the codling moth in our domestic apple orchards did not prevent the department from taking action against its further entry into the United States to prevent its spread to uninfested areas or the contamination of other raw materials. There are numerous instances of federal quarantines which restrict the shipment of infested domestic products in *interstate commerce*. Consequently, there is no valid reason why peanuts shelled in

EDITORIAL

the South should be permitted to serve as a vehicle for infesting sound materials in the manufacturing plants which dot the North and Middle West. The peanut shelling plants are one of the chief sources of infestation and nothing is being done about it. There is no reason why almonds, walnuts, filberts or any other nuts should be permitted to become the "common carrier" for an insect pest whose wholesale destructiveness has made it the bane of the confectionery, cereal and kindred food industries!

Modern Sterilization Methods

IT IS said (in the *United States Daily* of October 12th) "that present methods of treatment to destroy the insect pests, cooking the nuts or fumigation, cause a loss to importers; since, in the former case, it is necessary to cook the nuts more than is customary in preparing them for sale, and, in the latter case, injurious gases are sometimes left in the nuts."

This is no longer true. The older methods of heat treatment and gas sterilization have been entirely superseded by the more scientific principle of vacuum-carbon-disulphide fumigation. There is no shrinkage in the nuts as in heat treatment,

nor is any trace of gas left in the nuts as was true before the development of the vacuum principle. The flavor of the nuts remains unchanged.

One of the largest chain store confectionery houses in the country has recently received the final approval of the following authorities for the installation of this epoch-making equipment:

*The N. Y. City Board of Health
The N. Y. City Bureau of Fire Prevention
The Associated Factory Mutuals Board of Fire Underwriters.*

The process was approved by the U. S. Department of Agriculture, following its development by the California State Department of Agriculture and must therefore meet the requirements of the Federal Horticultural Board.

The loss to our industry through the meal moth's ravages on our raw materials and finished products must run into hundreds of thousands of dollars every year. Is there any reason why the development of this pest cannot be arrested at the source, or in the case of imported materials, at the point of entry into the United States?

The Cooperative Advertising and Educational Campaign Plan Goes Into Effect

Statement from N. C. A. Headquarters

OUR Co-Operative Advertising and Educational Plan was thoroughly and carefully discussed at the meeting of the Executive Committee in Chicago on November 18th.

It was the unanimous opinion of the Committee that satisfactory progress had been made in securing pledges for the necessary funds to finance the Campaign, and

that taking into consideration the total amount of the pledges received and promised that a sufficient amount is assured to justify the Association in going ahead with the details relative to putting the plan into effect.

In due course a letter relative thereto will be sent to our members and the trade generally by our President, Mr. Price.



Editorial

Commend the New D. F. A. Walnut Standard

The New York Dried Fruit Association explains how and why their new walnut standard provides square deal to French shippers and at same time protects American buyers against inferior quality.

WE HAVE received the following letter from Mr. Herman R. Habicht, vice-president of the New York Dried Fruit Association:

"I have looked over the September copy (of the MANUFACTURING CONFECTIONER) with considerable interest. May I make a comment on the interesting article on the New D. F. A. standard on French shelled walnuts, which appeared in this number? I refer to the third paragraph of this article, beginning 'Of course' and ending 'written on'."

The paragraph in question reads:

"Of course the shippers' major objection to the new standard is that the new 85% letter of credit arrangement leaves them more or less at the importer's mercy for the other 15%. The constant claims and arbitrations tend to tie this 15% up indefinitely; on the other hand without some tangible means of exacting penalty for default in quality the new standard would not be worth the paper it is written on."

Concerning which, Mr. Habicht informs us:

"The experience of the majority of importers has not been such as would be inferred from the paragraph in question. By placing the burden of making good deliveries squarely where it belongs, upon the shoulders of the French exporters, and by providing a proper mechanism to penalize them in case they do not make shipments up to contract, importers have obtained the prime object of the New Standard, and that is, to obtain goods strictly up to contract specifications, and to eliminate a great many of the claims which were all too common in the past. The few claims that have been made and the few arbitrations that were held have been accepted with very little protest on the part of the French shippers, although there naturally is some grumbling when sellers do not get what they expect to get for merchandise even though they fully realize that their deliveries were not up to specifications.

"In regard, however, to your statement of the 15% being tied up indefinitely, I enclose herewith copy of the New D. F. A.

Standard for shelled walnuts, in which I have blue-penciled those lines referring to this particular phase."

The standard, which is a duplicate of the copy already in our possession, reads as follows:

Letter of Credit Terms

Letters of credit for imports of walnuts shall be opened, for 100 per cent available by two drafts, as follows:

One for 85 per cent of the full invoice value, to be accepted, unconditionally on presentation of documents, payable 90 days after presentation.

The second draft for 15 per cent of invoice value, to be accepted, due the same day as the first draft for 85 per cent is due, as follows:

(A.)—Upon notification by the importer that the goods, after arrival and examination have been found satisfactory.

(B.)—If the importer does not notify the bank, and does not produce documents as described below in substantiation of any deduction, within 50 days of acceptance of original draft for 85 per cent, the second draft for 15 per cent is to be accepted unconditionally by the bank.

(C.)—In case quality, and/or weight of shipment, are not satisfactory, the second draft for 15 per cent is to be accepted less the deduction agreed upon either by adjustment between shipper and importer directly, or through the agent or the broker, or in case no agreement can thus be reached, by Dried Fruit Association of New York, or Dried and Canned Foods Association of Chicago, arbitration, such arbitration award to be final. The importer shall notify the American Bank within three business days of such adjustment, submitting in substantiation of deduction, if any, a letter from the broker, cable or letter from the French shipper, or Dried Fruit Association of New York, or Dried and Canned Foods Association of

COMMEND THE NEW D. F. A. WALNUT STANDARD

Chicago arbitration award; in case of short weight, official weight returns of sworn weighers, viz:

Core & Herbert, New York.
Kuhlmann Weighing Co., New York.
Nash & Kendall, New York.
L. H. F. Root & Co., New York.
V. S. Callaghan, Chicago.
Dyke & Schutte, Boston, Mass.
D. Cameron & Son, Montreal, Can.
J. T. Madden, Toronto, Can.

City Weighmaster, Minneapolis, Minn. covering, in case of weight variations not exceeding 3 per cent, not less than 5 per cent of the shipment, and in case of weight variations exceeding 3 per cent, not more than 10 per cent, together with an itemized claim statement. Only sound cases, that have not been opened, sampled, damaged in transit, or in any way tampered with, must be selected by the weighers. Weight returns must show gross, tare and net weights of individual cases.

The importer must examine and/or weigh goods not later than 15 business days after goods have been discharged from the steamer, and are available for inspection. The Bank must be notified within 20 business days counting from the above date, if any claims for quality and/or short weight are to be made.

Claims and arbitration awards must be made only for inherently defective or inferior merchandise, and/or shortweight arising clearly from short packing or incorrect scales abroad. Damage clearly caused in transit, by rain or salt water, or other causes, and short weight due to breakage of cases, are losses that French shippers are not liable for, and must be borne by importers, their insurance companies, and/or Steamship Companies."

Of these points, Mr. Habicht says,

"The Committee of the New York Dried Fruit Association, which worked out the New Standard for Shelled Walnuts, and of which I happen to have been chairman, took particular pains to provide the necessary safeguards for the honest French shipper, so that he might be assured of obtaining acceptance of the second draft for 15 per cent, without fail, if the importer did not succeed in proving within a very definite limit of time a faulty delivery. While there have been a few complaints on this score on the part of French shippers, in connection with claims and arbitrations, the number that have come to my attention as chairman, has been really insignificant, and the New Standard has worked out much more smoothly than even the most optimistic members of the Committee or of the trade believed possible, when it was first adopted a year ago."

"I believe it is only fair to the New York Dried Fruit Association and the Dried and Canned Foods Association of Chicago, that

you insert a correction in regard to this particular point, in one of the early numbers of the MANUFACTURING CONFECTIONER to dispel any fear on the part of the trade that it is a question of putting one over on the Frenchman; in fact, on the Committee, four importers and two of the leading import brokers of shelled walnuts were represented, and the Standard was worked out in close cooperation, not only with the trade at large, throughout the country here, but in cooperation with a number of the French exporters, and with the French Commercial Attaché, Mr. C. A. Le Neven.

"I believe I voice the honest opinion of the entire trade, when I say that the New Standard on shelled walnuts has been a great blessing, not only for the brokers and importers, but above all, for the consumers throughout the United States, and even for the honest French shippers, who have for years endeavored to improve their quality, but have been unable to do so, owing to the handicaps they were placed under by competition on the part of unreliable and unscrupulous shippers, of no financial means, and very little, if any, moral standing."

That the New Standard contains definite safeguards to guarantee the importer's acceptance of the uncontested portion of the 15 per cent draft within a specific time cannot be denied, so that the shipper's complaint is not with the 15 per cent being held up indefinitely, but with the uncertainty, when he ships the goods, or just how much he is going to realize on his shipment under the American standard. As Mr. Habicht says, "There naturally is some grumbling when sellers do not get what they expect to get for their merchandise."

This grumbling is most in evidence when the importer stands on very minor technicalities in securing an arbitration award. For a time here, one large importer was reported to be arbitrating practically every shipment of walnuts which he brought in under the new standard. Perhaps this was good business, to impress shippers at the outset that the American importers meant business and were prepared to enforce rigid compliance with the terms of the new standard; then again, it might have been the part of wisdom to "make haste slowly" in effecting a widespread reform involving the re-education of a great number of people whose customs and conceptions of quality are so pronouncedly different from ours. The ultimate goal is the same in either instance, but the friendly, conciliatory course, with its willingness to overlook trivial discrepancies

(Continued on page 38.)



Hotel Traymore, Atlantic City, to Be Headquarters for 1927 Convention of the N. C. A.

1927 Convention at Atlantic City, Week of June 7th

The time and place of holding the 1927 Convention and Exposition received the attention of the Executive Committee at the meeting in Chicago on November 18th. Invitations received from twenty-nine cities were given careful consideration.

The splendid success of this year's Convention and Exposition in Chicago, due largely to the fact that both were held in the same hotel, had been urged by many members as a justification for departing from the long established custom of alternately holding the Convention and Exposition in the East and Middle-West and returning to Chicago again in 1927.

After a thorough discussion the Committee unanimously decided that it would be placing too heavy a burden on the Chicago members to ask them to assume the

responsibility of entertaining successive Conventions, and that on account of the fact that the majority of the members are located East of the Mississippi River it is a fair and equitable arrangement for the majority to hold the Convention and Exposition every other year in the East.

The Committee therefore decided to hold the 1927 Convention and Exposition in Atlantic City during the week of June 6th. The Convention headquarters will be in the Hotel Traymore.

The Exposition will be held on the Steel Pier, which has been completely remodelled and is a short distance from the Traymore on the Boardwalk.

Complete details relative to the Convention and Exposition will be issued at a later date.



Candy Manufacturers Have Legal Right to Refuse to Sell Price Cutters—

Why Don't They Do It?

by **Walter C. Hughes**

Secretary, National Confectioners' Association

THAT candy manufacturers have the legal right to refuse to sell price-cutters there is no question. Why is it then that they do not do so? This is a difficult question to answer satisfactorily. In most cases it is probably due to an uncertainty as to their legal rights. No doubt many of them are of the opinion that they do not have the legal right to refuse to sell to price-cutters but in a good many cases it is no doubt because they do not have the courage to do so."

This is the concluding statement in a chapter from recent N. C. A. bulletin. The article continues as follows:

We are glad that our members, at least a good many of them, are taking an active interest in the re-sale price control.

A number of firms have suggested to the jobbing trade the prices at which their candy should be sold to the retailers.

This is all very well and good, providing that it was without express or implied co-operation with the jobbing trade or with other firms.

It is all right for the individual manufacturer to suggest prices at which his candy shall be sold to the retail trade and refuse to sell any jobber who does not maintain those prices, but it must be done as a separate, distinct, independent and individual action without reference or regard to requests or demands made by jobbing associations or collections or aggregations of jobbers acting in unison, but not organized as an association, and without reference or regard to what some other firm may or may not have done relative to re-sale price control.

The price-cutting evil will not be eliminated until such time as the manufacturers themselves have the courage to absolutely refuse to sell price-cutting jobbers.

The United States Supreme Court and the lower Federal Courts have many times in their decisions upheld the right of a manufacturer, "engaged in an entirely private business, freely to exercise his own independent discretion as to the parties with whom he will deal, and of course he may announce in advance the circumstances under which he will refuse to sell," to quote from the decision of the United States Supreme Court in the famous Colgate case decided by that court in 1919.

These Court decisions clearly give the manufacturers the legal right to refuse to sell "price cutters" for any reason or no reason whatever if in doing so they exercise their "own independ-

ent discretion." This is a very important point to keep in mind.

In the *Cream of Wheat* case, decided by the United States Circuit Court of Appeals, Eighth Circuit, on July 26, 1926, and which had its inception in a complaint issued by the Federal Trade Commission on May 31, 1922, and in which the Commission issued a Cease and Desist Order which was appealed by the Company, the Court in a lengthy decision set forth very clearly certain definite things which a manufacturer may and may not do relative to re-sale price control, from which we are pleased to give you the following summary:

The Court stated that the Company could not legally perform the following acts:

1. By seeking and securing, directly or through its sales agents, contracts, agreements or understandings with customers or prospective customers that they will maintain the re-sale prices designated by it, or that they will co-operate with it to secure the observance by others of said re-sale prices;

2. By the practice of (a) soliciting and securing from customers or prospective customers themselves or from dealers or trade associations, information as to whether or not such customers or prospective customers have maintained and are maintaining, or are disposed to maintain generally re-sale prices fixed by producers, or, respondent's re-sale prices in particular; and (b) soliciting and securing reports from customers, or customers who fail to observe its re-sale prices, and investigating and verifying such reports through further reports secured from customers as to such instances of price-cutting, all with a view to refusing further sales to customers found to have cut its re-sale prices;

3. By notifying other customers, in case of refusal by respondent of further sales to price-cutters, of such refusal and requiring them not to sell such price-cutters on pain of themselves being refused further sales;

4. By employing its sales agents to assist in such plan by reporting dealers who have failed to observe its re-sale prices, and to secure adherence thereto from customers or prospective customers, and furnishing said agents the names of customers to whom it has refused further sales because of price-cutting, and instructing them not to sell to such customers;

5. By requiring an extra price for its product from price-cutters in order to secure from them assurance of their future observance of its re-sale prices as a condition or reinstatement on the regular basis.

Safe on These

The court also stated that the Company could legally perform the following acts:

(a) Requesting its customers not to resell *Cream of Wheat* at less than a stated minimum price

(b) Refusing to sell to a customer, because he resells below such requested minimum price, or because of other reasons.

(c) Announcing in advance its intention thus to refuse.

(Continued on page 45)

No Recognition given Jobbers who do not make 20% Gross profit

The letter reproduced below represents a courageous stand which has proven profitable for this nationally known institution—an example which may be followed by other manufacturing confectioners with credit and honor to themselves and to the industry.

HAWLEY & HOOPS,

HERMAN W. HOOPS
WILLIAM F. HOOPS
HERMAN L. HOOPS

MANUFACTURERS OF

CHOCOLATES AND CONFECTIONERY



OFFICE 271 MULBERRY STREET

FACTORY
LAFAYETTE, JERSEY, MULBERRY
AND PRINCE STREETS
CABLE ADDRESS: AGONE
CODES:
BENTLEY'S IMPROVED
A B C 5TH EDITION

New York October 11, 1928

To our Customers:

The continuation of a business existence is dependent on the receipt of a fair margin of profit on the sales made. Doing business without a return of such a profit is a fore-runner of, and if continued will eventually result in, financial failure. If only the jobber, who either cannot or will not see that his continuing in business is dependent on his sales showing a profit, suffered the consequences of his failure, others would have no cause for complaint. Unfortunately all too often he forces other jobbers, prompted by the desire to retain their trade, to meet a profitless selling price and thus they likewise are started on the road to financial ruin.

Experience has demonstrated that when failure overtakes a jobber, the manufacturer, because of the non-payment of his merchandise bills, usually is the heaviest loser.

Our many years of close observation has led us to the conclusion that unless a jobber makes a gross profit of, at least, 20 per cent on his sales he is not a worthy credit risk for a manufacturer to carry.

The chaotic and unstable business conditions now so prevalent among the jobbers, resultant in large part to the activity of those jobbers who persistently make sales irrespective of whether the transactions result in a fair margin of profit to them, emphasizes the necessity on our part, as a matter of self-protection, to rigidly adhere to our policy of many years' standing and to refuse to continue business relations with those who sell our merchandise at a price which does not return to them, at least, a gross profit of 20 per cent on the sale.

Any jobber who does not follow the above suggestions will be deemed by us as an undesirable customer.

Yours very truly.

Hawley & Hoops

Grading and Packing Vanilla

With Suggestive Specification Standards



THE accompanying illustrations (Nos. 30 to 40 inclusive) tell the story of the grading, bundling and packing of vanilla beans.

Although there is probably a legitimate use for every grade of vanilla which comes on our market, a grade which is perfectly satisfactory for one purpose may be entirely unsuitable and uneconomical for another. One would not expect to take a coarse-flavored vanilla (such as might be used to flavor tobacco) and make a high-priced vanilla coating with it. Neither would it pay to use too delicate a flavor for a high-cook product such as caramel. The adaptability of various grades to different uses about the plant is a field to which the chocolate and candy manufacturer might profitably devote time and study.

Despite the claim that wide disparities exist between the flavoring qualities of different lots of the same grading, it is evident that we must employ some basis of visual comparison on which to trade. The seller must know what is wanted and the buyer must know what he has a right to expect when a particular quality of vanilla is specified. The majority of manufacturers prefer to buy their vanilla beans on sample and it is right and proper that they should do so. But a sample being subject to entirely different storage conditions than the lot which is subsequently to be judged by it, dries out, changing in external appearance, perhaps takes on a foreign odor or two from proximity to other materials, and soon loses its identity as part of the lot from which it came. Conse-



by
A. Adams Lund

Next Issue:
Grading Vanilla

This is the fourth of a series of articles in preparation of a Hand Book on Confectioners' Raw Materials.

This series started in September issue with an article entitled "From Montezuma to the Modern Confectionery Factory."

sequently, if there is to be any appreciable lapse of time between submission of sample and receipt of deliveries, the buyer should fortify

himself with some additional safeguard to avoid being obligated to take a shipment of somewhat different quality. Such a safeguard might be the specification of an accepted or standard grading.

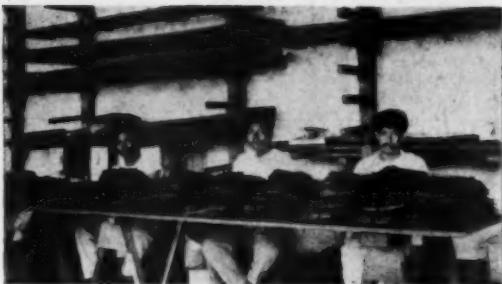
Help Develop Uniform Definitions and Standards

Even then, the manufacturer's troubles do not end with the mere designation of the grade, such as "prime, first quality Bourbon"; he must know enough about vanilla gradings to be able to tell whether he is getting what he specifies. There are no hard and fast rules governing grading operations either in the Islands or in Mexico. What one curer calls "prime," another may classify as "good." But there has grown up through years of controversy and trade custom, a more or less general acceptance of certain physical attributes for various grades. In the hope that these loosely-accepted standards may provide a basis for the development of uniform grading specifications for use throughout the trade, the accompanying grading tables have been painstakingly prepared. (See Tables 1, 2 and 3.) But if they do nothing more than indicate a common ground upon which manufacturers and dealers may get together with a minimum of misunderstanding, they will have performed a much-needed service to the industry.

A caution against too complete dependence upon appearance standards is voiced by Dodge & Olcott Company, dealers and curers:

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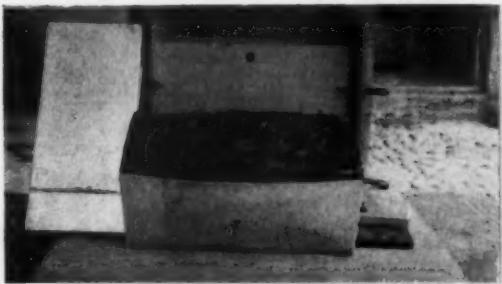
Packing Mexican Vanilla for Shipment



(Fig. 30) What's in a grade? Assorting the cured beans into grades and sizes



(Fig. 32) Method employed to compress cuts



(Fig. 33) A can of Mexican cuts



(Fig. 34) Weighing whole beans for bundling



(Fig. 35) Mexican workmen bundling vanilla



(Fig. 36) Interior of the bundling room

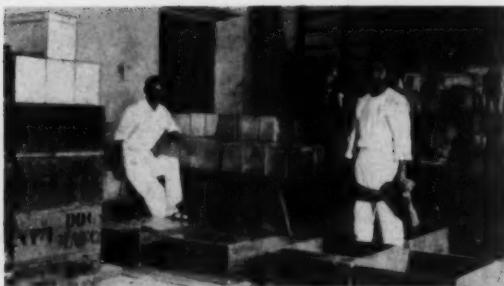


(Fig. 37) Measuring the bundles for tins



(Fig. 38) Packing the bundled vanilla in tins

GRADING AND PACKING VANILLA



(Fig. 39) Casing the beans for shipment to the coast*

"What are prime beans (so called) this year may be third quality beans next year. The reason for this is that the old gradings were based on the appearance of the bean and not on the actual quality of the bean. A so-called prime bean today, which from appearance is large and broad and plump, may contain an excessive amount of moisture which could readily be removed to make the bean finer in quality but poorer in appearance. . . . We would rather select vanillya by flavor and hardness in curing than by the appearance of the beans, no matter how pretty they appear to the eye. . . ."

But a bean with excessive moisture is not a prime bean and the fact that a few irresponsible curers will take a bean that ordinarily requires to be cured down to a second or third grading and by the simple expedient of undercuring manage to deceive the trade into accepting it as prime quality, is scarcely an argument against the grading standard. They go on to say:



(Fig. 40) The package complete*

"The curer always seeks to cure as many prime beans as possible in order to retain weight. . . . If it is a particularly good crop year he can do this without running much chance of his beans spoiling, but if the crop year is poor, he has to cure his beans down two to three grades lower than his previous year in order to keep them from spoiling."

Vanilla beans which have been allowed to mature properly on the vine do not need to be reduced to the point of hardness to develop their flavor and keeping quality. Overcuring means impoverished flavor just as surely as undercuring. The flint-like cure, while occasionally concealing an excellently-flavored bean beneath its woody exterior, creates the perfectly legitimate suspicion that the beans *had* to be cured down hard in order to bring out what little flavor and keeping quality they possessed.

What's in a Grade?

Neither in France nor in the Islands do they recognize the description so dear to the hearts of American candy manufacturers, "a good manufacturing grade." A good manufacturing grade for one purpose may be a pretty poor one for another. So how should the dealer know? More often than not, he will interpret it to mean a lot of very dry, reddish Bourbons, with all firsts removed. Such a lot, however, would not strike the average confectioner as being "good." True, he might not feel that he was justified in paying a premium for niceties of appearance, he might not object to the presence of a few scabs and warts or an occasional split, he might not care particularly whether the length of the bundles was 6 to 7 inches or 8 to $8\frac{1}{2}$ inches, but he does want good flavor and is on the wrong road to get it when he permits the dealer to send him whatever grade he has least demand for.

Comparing the Value of the Different Grades.

Curers maintain that there is a great deal more difference in flavoring quality

between whole lots of vanilla as they are gathered than there is between the grades into which a single gathering is subsequently classified. One reason for this is that the quality of the entire crop improves as the season advances. The early ripening pods are not as rich in flavoring essentials as those which ripen slowly on the vines and reach their maturity toward the end of the gathering season. The gradualness of this vine-ripening process determines the character and composition of each successive gathering and is a more potent factor in determining the flavor of the vanilla than the relatively slight differences in the maturity of pods harvested in the same gathering. The former affects the quality of the lot, the latter determines (in large measure) the grades into which the lot will be classified.

A "round lot" comprises all grades of a gathering exactly as it goes through the curing station. No two lots contain the

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same quantity of each grade. According to the W. T. Rawleigh Co., a lot of 612 kilos was classified abroad as follows:

Quantity	Quality	Percentages
347 kilos	Firsts	56.7
89 "	Seconds	14.6
87 "	Thirds	14.2
35 "	Inferiors	5.7
49 "	Splits	8.0
5 "	Loose beans, only.....	8

They explain these figures saying,

"We buy most of our vanilla in round lots, heads and tails. Of the lots we buy, about 85% are the upper grades of firsts, seconds and thirds. This leaves only 15% of the lower grades, viz: Inferiors, splits and loose beans. The small percentage of the loose beans are the cuts, the odds and ends which the curers have left over when they have bundled all other grades of their lot of vanilla."

(To be continued)

TABLE No. 1

Standard Classification for Mexican Vanilla Beans (Whole Beans)

Standard Grades.	D. & O. Grades.	Description.	Remarks.
PRIME.	Section 5.	Thoroughly matured, smooth, broad, supple and very greasy; free of scabs, warts or other physical defects; rich chocolate brown or nearly black color; clean, delicate perfume; rarely crystallized. (6½-9½ inch lengths.)	
GOOD TO PRIME.	Section 4 plus.	Same thoroughly matured quality as Sec. 5; graded a degree lower in appearance.	The superiority of the upper grades is due to the fact that they are selected from the last beans gathered, hence richest in essentials and darkest in color because fully matured. It is also customary to cure these grades with greater care.
	Section 4.	Same matured quality and appearance as Sec. 4 plus, but inclined to hardness.	
GOOD (Buena).	Section 3 plus.	Dark brown beans; broad; inclined to hardness.	The quality continues to improve over medianas until Christmas; the color becoming gradually darker.
	Section 3.	Same quality as Sec. 3 plus except that beans are thinner looking.	
FAIR (Medianas).	Section 2 plus.	Dark brown beans streaked with light color.	Picked and cured as the season advances; more mature, hence darker than ordinary.
	Section 2.	Reddish-brown beans with dark streaks; hard.	
ORDINARY (Ordinario).	Section 1 plus.	Light reddish brown beans; dry.	Earliest gatherings following the Picadura; must be hard-cured to develop keeping quality.
	Section 1.	Light reddish brown beans; hard and dry.	

TABLE No. 2

Standard Classification for Mexican Vanilla Beans Cuts

Standard Grades.	D. & O. Grades.	Description.
PRIME CUTS.		Made from dark mature beans which are not adaptable for bundling; very often partly crystallized; includes the short lengths (beans under 6 inches) of otherwise prime stock and should produce a flavor very nearly equal to that of whole beans.
ORDINARY CUTS.	Good cuts.	Made from red, dry and good quality broken beans which are not adaptable for bundling.
	Regular cuts.	Made from red, dry beans of fair quality, which are not adaptable for bundling.
	Inferior cuts.	The "Picadura." Made from early gatherings by the Indians and contains a large percentage of windfalls.

(See Table No. 3 on following page.)

GRADING AND PACKING VANILLA

TABLE No. 3

Standard Classification for Bourbon Vanilla Beans

Standard Grades.	D. & O. Grades.	Description.
FIRSTS.	Prime, extra, or good firsts.	Thoroughly matured; smooth, broad, plump, supple and very oily. Perfect beans, free of scabs, warts, or other physical defects. Sweet and delicate aroma; rich chocolate color; usually well crystallized. (5-8½ inch lengths.)
	Firsts.	Same well-seasoned quality as "good firsts," but sorted a degree lower in appearance.
SECONDS.	Good seconds. Seconds.	Broad, dark brown beans with a few scabs and warts; sound; sweet-flavored; somewhat inclined to hardness. (4½-7 inch lengths.) Same quality as "good seconds," but the beans are not quite so broad nor plump.
THIRDS.	Thirds.	Dark brown beans streaked with light color; sound, and of good flavor; fairly thin and hard-cured; this grade contains all the usual scabs and warts. (4-5 or 6-7 inch lengths.)
ORDINARIES.	Fourths.	Reddish brown beans with streaks of darker color; contain all imperfections; invariably thin, hard-cured and inclined to be fibrous or woody. (3½-5 inch lengths.)
INFERIORS.	Foxy or ordinaries.	Reddish brown or "foxy" beans; all imperfections; hard and dry; very woody and shrivelled-looking. (Short lengths, down to 3½ inches.)
LOOSE BEANS.		These are the cuts, odds and ends of whole beans which the curers have left over after bundling all other grades in the lot. A loose mixture of the various grades, damaged or misshapen so as to preclude bundling.
VRAC.		Very short, curly, immature or damaged pods not adaptable for bundling.
ROUND LOT.		Also referred to as "Heads and Tails"; includes an entire gathering or lot exactly as it is cured and contains varying quantities of each of the preceding grades.

The New D. F. A. Walnut Standard a Big Step Toward Standardization of Quality

(Continued from page 30.)

ancies during the period of educating the shipper to the new standard, is likely to be more conducive to cooperation than any attempts to railroad our ideas through by sheer force of superior merit.

The new standard is a big step toward standardization of quality but it is far from being so perfect that we can use it as an absolute slide-rule with which to determine the quality of every individual shipment. Any standard which attempts to grade or classify the variables of Nature must be sufficiently flexible to conform to changing crop, market and social conditions. There must be written into it a certain amount of common-sense "give and take."

For instance, who is there to define "good average light color"? (In California they have a lithographed color standard for grading walnuts, not very satisfactory, it is true, but possibly better than the vague phrase "good average light color.") Who shall say what is a "fairly uniform size" of walnut? Or how dry "properly-cured" may be?

New D. F. A. shipments are forbidden

to contain *any* (that's a big word—any!) kernels that are discolored, wormy, rotten, mouldy, dried-up or shriveled. They must be *free from* dust, shells or husk. A shipment which conformed to the exact letter of these specifications would be a lasting monument to the shipper who produced it. Yet Bordeaux and Chaberte walnuts are not required to have "good flavor and appearance" and be "well selected," only Mayettes! So with these shortcomings in our measuring stick, we cannot be too exacting in the enforcement of our specifications, lest we destroy the goose that lays the golden egg.

We most heartily commend the framers of the new standard for doing that which their predecessors have not done. We hope they will carry out their announced intention to write French-shelled Roumanian walnuts into the standard so as to safeguard themselves and their customers during the present crop-emergency. They have gone a great way toward accomplishing a much-needed reform. But the time for back-patting is not yet.



Monthly Digest of Current Technical Literature

of direct or indirect relationship to the confectionery industry

New German Standards for Cocoa. Chemiker-Zeitung, Vol. 79, page 604. The convention of German food chemists has prescribed the following standards for cocoa and cocoa powder: Cocoa is defined as the product resulting from the roasting and molding of shelled cocoa beans. The addition of mouldy, wormy beans or those which have been damaged through the action of sea water or otherwise so that the natural flavor has in any way been altered is prohibited. Cocoa shells or sprouts may be present only in technically unavoidable quantities.

Soluble cocoa is defined as cocoa that has been treated with alkali, carbonates or alkalies, alkaline earths, ammonia or its salts, or cocoa which has been treated with steam under pressure. The permissible ash may range from $2\frac{1}{2}$ to 5%. The cocoa fat content is fixed at from 52 to 58% and the silica content, calculated on fat-free dried cocoa, may not exceed .2%.

Cocoa powder, defatted cocoa and soluble cocoa are synonymous designations for a pulv-erant form of roasted, shelled, undamaged cocoa beans, which by pressure and heat, have been freed from cocoa fat and subsequently treated with alkalies, alkali carbonates, alkaline earths, ammonia and its salts, or under steam and pressure. The product is designated as "completely" or "incompletely" extracted cocoa powder. The incompletely extracted cocoa powder may have a fat content of not less than 20%; the completely extracted cocoa powder must contain less than 15% cocoa fat. Completely extracted cocoa powder must be so designated, and the addition of aromatics or perfumes must also be declared. The addition of alkalies or alkaline earths must not exceed 3% of the weight of the raw material. Cocoa powders, etc., may contain no foreign addition agents (such as starch, etc.) and cocoa shells and sprouts may be present only in technically unavoidable quantities. The ash content of cocoa powder is set at from 3 to 5%. So-called soluble cocoas, having a fat content of 55%, may have an ash content not to exceed 8%, the moisture may not exceed 9% and the silica content may not exceed .2% based on the fat-free dry mass.

Chocolates are defined as preparations of cocoa, with beet or cane sugar, with or without the addition of cocoa-butter and spices. Chocolates must contain a minimum of 35% cocoa and a minimum of 40% cocoa ingredients (cocoa and cocoa butter). The sugar con-

tent may not exceed 60% and, if other ingredients are added, the combined content of sugar and other ingredients may not exceed 60%. If spices are added, other organic bodies may not be used; neither may chocolate contain any foreign fats or mineral substances. Cocoa shells and sprouts may be present only in technically unavoidable quantities. The content of mineral matter should average less than 2.5% and the silica should not exceed 1%.

Definitions and constants for the following are also given: Marzipan-chocolate, marzipan cream chocolate, fruit chocolate, nut chocolate, cream chocolate, molten chocolate, chocolate powders, cocoa butter, etc.

Marzipan and Its Substitutes. Chemiker-Zeitung, Vol. 79, page 605. A discussion of marzipan and its substitutes with recipes for their manufacture.

Vitamin-Containing Confection. German Patent No. 41973, class 53-1, for the manufacture of a vitamin-containing palatable confection has been issued to the Diamalt Akt. Ges., München. The product is made from yeast and sugar.

Suitability of Monel Metal for Vanilla Flav-oring Containers. T. E. Hollingshead and T. J. Otterbacher, Zion College, Zion, Illinois. Results of an investigation for the purpose of determining the effect of contact with monel metal on various types of vanilla flavors, showed that vanillin, coumarin and vanilla extract react with and corrode monel metal. All the true flavoring properties of the flavors were also affected. The conclusion is reached that monel metal is not suitable for containers for the storage and transportation of the extract of vanilla bean, or vanilla extract reinforced with coumarin or vanillin.

The Estimation of Starch in Pectin by Pre-cipitation. H. Eckart and A. Diem-Ztscher. f. Unters. d. Lebensm., 1926, Bd. 51, S. 272-274. The starch is dissolved in a calcium chloride solution after which it is precipitated with a solution of iodine and centrifuged.

Bibliography of Cocoa and Cacao Products. A bibliography of the recent literature on cacao and cocoa products appears in the Chemiker-Zeitung, No. 21, page 527. This review is invaluable to persons interested in the manufacture, sale or use of cocoa, cocoa butter and chocolate.

Modern Merchandising Demands Standardized Selling

by Norman Sweet, B. Sc.

Sales Promotion Manager, Bradas & Gheens, Louisville, Ky.

Foreword

PRODUCTION in the factory has been standardized until now it costs more to sell than it does to manufacture in the majority of business plants of the world.

Therefore, to establish our economic business balance, production and distribution must be on a level scale.

This calls for "Standardized" selling. And that means that every element that makes-up the sale must be scientifically organized and the whole system of selling reduced to an absolute formula.

What Industrial Engineers have accomplished in standardizing production—"MODERN MERCHANTISERS" must now do to standardize selling.

O

NLY those businesses will survive who put into effect the principles of—"Standardized Selling."

Let's get at the central truth of this subject. Simplify the meaning of this word—"STANDARDIZE." What does it mean?

Just this. Get all the factors of selling together. Organize them. Then you have organized selling.

Most salesmen sent out to sell; most advertising displayed in newspapers, magazines, and direct-by-mail are not properly organized, not properly tied-up with all the other factors of the sale.

Take any salesman selling anything. Ask him to tell you in a few minutes—WHY YOU SHOULD BUY HIS GOODS.

Watch him fumble. He hasn't an organized "sales talk" covering the merchandising merits of what he sells at his lip's-end.

For the salesman, Standardized Selling means that he must have an organized set of modern merchandising principles applying to what he sells—in the hollow of his hand. And he must not vary them in his sales talk—fundamentally. The moment he does he disorganizes his sales equipment.

Now, read an ad-

vertisement. Try to get at the complete facts, quickly—at a glance. Say to yourself: Why should I buy this or that? It's all a spasm—a big splash. The ad writer in many cases does not reduce his sales liquid to a decided decimal.

The modern merchandiser must be a laboratory expert. A just-as-good will not do. It must be an-exact. His test-tubes must be made from the exact knowledge of the subject he has gained from EXPERIENCE.

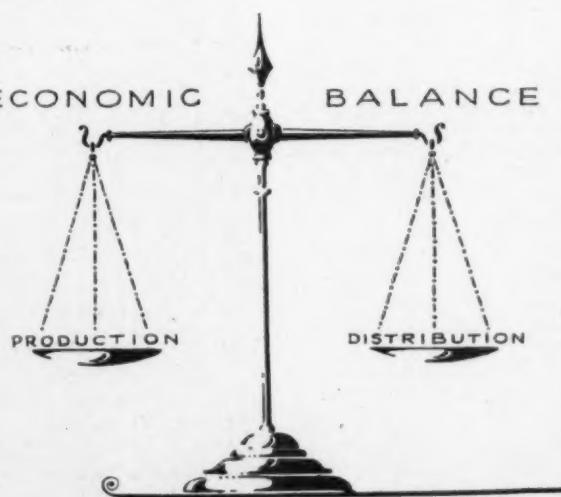
Too many salesmen theorize. You must know sales-facts, today. Know them clear through. No guessing. Economics demand a pure line of reasoning. What you should merchandise is the question.

Should you sell the product or the institution behind it? Both are essential right now. And the greatest is—the institution behind the product.

Frank Irving Fletcher is the best-paid advertising writer in the world and he has a peculiar knack for writing institutional copy. He says:

"The store should occasionally sell its name, its personnel, its ideals, its aspiration, its reason for having a prior claim on the community, in place of giving a ceaseless recital of merchandise which, in the main, is not fundamentally different from what the other fellow sells."

The writer believes



THE MANUFACTURING CONFECTIONER

in institutional selling as the greatest selling force in the world. It standardizes the complete selling equipment of an organization and becomes the index to general advertising.

Salesmen of tomorrow will be—must be—

"Servicemen."

And this brings us to the heart of this subject. Salesmen cannot make permanently successful sales contact by taking an order now and then.

What then will the "Serviceman" do?

Just this. He will have a "Service-Sales Manual containing just what his customer needs to successfully sell the goods his house sells. And Mr. Serviceman will be concerned with moving the goods of his customer.

Mr. Serviceman will sell an "Account" and serve it, whereas in the past he sold an order to-

day and lost one tomorrow. Economics of selling demand a standardized selling program that's simple and complete.

Here's the idea.

The "Serviceman" will be competent to make a merchandising survey of his customer's selling requirements.

This will be along the plan as detailed in the writer's article entitled, "Successful Sales Strategy," publishing in the September, 1925, issue of *Printed Salesmanship*.

All right, now you have the merchandising digest from within your business or your customer's.

What'll you do with it?

Here's the standardizing plan of selling that'll apply, fundamentally, for any kind of a business. (All business is, fundamentally alike in its principles.)

Standardized Selling Steps

FIRST: Organize the best sales talk covering all the vital essentials of your merchandise. Boil it down. Make it dynamic. Make it fairly vibrate with the worthwhileness of what you sell to the concern who is buying or going to buy.

SECOND: Now, not only make your sales-service (or "Serviceman") read it and commit it to memory. Make them FEEL it. Take them through the factory and let them see your product being produced. Instruct them to get it (the dramatic action of its creation) under their skin. Tell them to make it a part of their very life.

THIRD: Next, send them to your customers who use your product. Let them see it being used successfully. More power will be generated into their sales-system. Now, they're eager to go out and sell the world.

FOURTH: Instruct them in the greatest factor of sales-success. CONTROL. Tell them to go carefully step-by-step in their sale. Increase their sales-speech in power as they arrive at their climax. Have come-back sale points on their tongue-tips. Never hesitate. Speak right out. He who hesitates is lost. Be fearless.

FIFTH: Zone their calls. Organize them. See that they call on as many prospects close-by as their zoning-chart will permit. Have them bring back reports of exactly what happened—favorable or unfavorable. Make a permanent sales-record of it.

SIXTH: Send a sales-barrage out ahead and behind your salesmen's ("Servicemen's" later on) calls. Use the highest class "Printed Salesmanship" money can produce. It reflects your business-dress. Or address. Your "Printed Salesmanship" will be your sales-ammunition. It must be of highest merchandising quality. Those who see how cheap they can buy their sales literature will be in the loser's class. Be progressive. Use the best and you'll get the best results.

SEVENTH: Your newspaper, magazine, billboard and radio advertising must tie-up with your "Printed Salesmanship" merchandising-plan. All must co-ordinate. Work together to put across the same standardized sales message.

IMPORTANT NOTE.

Millions of dollars of the American Business man's hard-earned money are wasted every day because advertising and sales are not linked-up into one definite "SALES OBJECTIVE." The salesman says one thing, the printed pieces another and the magazine and billboards still another.

SUPER-IMPORTANT.

Every time you change the idea of your advertising or selling objective, you start an educational process. You delay the ultimate sale. Get your sales program standardized—FIRST. Then stick everlastingly to it.

EIGHTH: COPY. Your copy must be standardized, too. In this way—get slogans and individualized little phrases peculiarly your very own. Never copy the other fellow's success. You only advertise him and weaken your own sales-advertising power. Every business has a personality of its own. Just the same as every human has a personality their very own. But the great majority of human beings (like businesses) see the success of their friend or competitor and strive to make themselves, manners, expressions and line-of-talk and gestures like someone else's personality. And in business, concerns copy the word-sense, borders, slogans, policies, principles and even lay-outs of their successful competitors. IT

CANNOT BE DONE SUCCESSFULLY.

PROOF.

Note Bradstreet's list of failures where big and supposedly prosperous businesses have gone under. And upon strict investigation you'll find that they were "copy-cats" or jealous-cats and harmony and honesty of business principle were missing in their program.

The "INSTITUTIONAL BOOK" is hereby proven to be the greatest selling equipment and advertising asset of a business. No exceptions. And why? Because the Institutional Book expresses the complete personality of a business.

NINTH: The merchandising quality of the goods to be sold must be the best that men, money and machinery can produce. Ignore the cost. It'll pay you in the long run. You're in business for the tomorrows, not the todays. Most businesses sell their goods for today—only. Another big reason why selling must be standardized to build for tomorrow—successfully.

TENTH: Your market. What a big problem. Yet, comparatively simple if you'll only standardize who you're going to sell. Upon this depends all of your future success. No exceptions. Determine to Find Your Market. And do not hope to "find it" (your market) in a week or a year. Take time. Do things right. Thoroughness pays in any thing. Success is made because of it—nothing else.

MODERN MERCHANDISING DEMANDS STANDARDIZED SELLING

Now, you've found your market. Standardized who you will sell. How you will sell. (Standardized salesman's sales-talk and advertising sales-talk.) When you will sell and serve. What you will sell and serve with. In fact you'll have your complete selling equipment so standardized that doing business successfully will be comparatively a simple matter. Doing business wrong will be a-task.

When you standardize anything—you simplify it. Herbert Hoover has coined a different phrase for "Standardized Practice" because it sounds—SO BIG. He calls it—"SIMPLIFIED PRACTICE." And in this connection this article might be correctly and understandably titled—

MODERN MERCHANDISING DEMANDS SIMPLIFIED SELLING.

Truly, anything as big or bad or terrible or what-not according to one's state of mind. Perhaps habit has made cowards of us all. But this economic period demands that we change the habits (haphazard) of a life-time almost overnight—to survive. Individuals are changing their habits since psychology has shown them the foolishness of fearing anything. Or of anticipating trouble or getting worried and sick by imagining horrible things—that never will happen.

Therefore, standardized selling is not a wild dream. It's an economic essential. We must get our economic business-balance to survive. And we will. American business men are courageous. And they are making immediate decisions. And they are profiting beyond their ardent expectations.

"Standardized." A big word? Nonsense. It's simplicity itself. It means getting ORGANIZED.

Reduce anything to a "standard" and it's simplified—organized. Not before.

Most things are not simplified or organized. They're complexed—unorganized; scatterized.

Impetus of Standardized Production

Manufacturers 25 years ago marked time. Barely made enough money to buy their bare plant necessities. Then along came this big idea (simplified idea) of *standardizing production*.

Then they grew with leaps and bounds.

And businesses will grow with leaps and bounds when their selling (as well as their production) is standardized. Hasn't Henry Ford proved this?

He not only standardized his factory production—his dealers—his product—but he standardized his distribution. Got his economic business balance—right at the start. It was a new departure. But hasn't it paid? He's the wealthiest industrial king in so short a business career, the world has ever known.

We've got to standardize selling in order to be Modern Merchants. Modern Merchandising is the big idea of the hour. And Henry Ford has proven that standardized selling is a permanent success and he stands out as the one big national industry that's already applied "Modern Merchandising Principles." Standardized selling is successful. Permanently so. Begin now and introduce "Modern Merchandising" into your busi-

ness. Standardize your selling. See that you have all the merchandising factors of your business organized. Do it slowly. But DO IT. And do it—NOW.

Right now, we're dealing with the ways and means to introduce "Modern Merchandising" in your business in order to effect Standardizing Selling. Forget that it's hard. It's not. It will take time. But you'll save yourself time, worry and money in the tomorrows—to come.

In order to make a standard of anything you must reduce it to an "A-B-C" System. Organize it. Bring all the parts (factors) together. Make them work (pull-together) as a whole.

To successfully organize requires an engineering turn-of-mind. Patience is the greatest virtue of the Scientific Engineer. A mind that sees the "Cause and Effects" of things. A mind that fearlessly goes to the bottom of things and—rights them.

The Modern Merchandiser must be of a scientific (or engineering) turn of mind. Do not forget this. You'll save yourself money from the masquerader who'll soon pose as one.

A man of true ability cares not for investigation. He hungers for it. It's only the novice who makes wild, broad-sweeping claims. Thus, you'll find that the real "Modern Merchandiser" is honest and quiet of manner. He will be *positive*, though. And he will prove his every claim.

The Three Factors of Selling

The 3 great factors of selling are:

- A—MARKETS.
- B—DISTRIBUTION.
- C—RE-SALE.

And it's item "C" where the "SERVICEMAN" comes in. The salesman of tomorrow will be a—"Serviceman."

You must first standardize your market. Know to whom it's profitable for you to sell.

You must know how to standardize your method of distribution. Get your merchandise to your selling-source in the easiest, quickest and most profitable way.

You must standardize your method of advertising.

You must standardize your "sales-language." Your salesmen "must" all fundamentally speak the same sales-tongue.

You must standardize your biggest selling force. A selling force that's in infant's clothes right now. This has been left to the last because it's *the most important selling force in all advertising and selling of the future*.

And what is this supreme selling force?

It's—"PRINTED SALESMANSHIP."

It will supplant the unproductive salesman of today.

It will be the "Serviceman's" ammunition.

It will act as a sales-barrage to break-down resistance ahead of the service-call.

It will tell the organized story of selling in a definite way.

It will follow-up all sales.

It will build good-will.

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It will dramatize what's to be sold, how it's to be sold and the profit that comes in selling.

It will reflect the true personality of the business it represents.

It will not "fumble" with words. It will tell an organized—a standardized sales-story in a positive manner.

It will help the buyer sell the goods he buys.

It will be in every true sense of the word:

Modern Merchandising Messengers

And these messengers will be high class. Art of the highest conception will be expressed in them.

Layouts of the most individual character will be portrayed.

Sales-language of the purest tongue will be em-

Background Required for the Modern Merchandiser

The Modern Merchandiser must have an organized mind. See the first and last of things. He must be practical above all things. Use common sense. Be simple in his digest of what to do and how to do it.

Theory won't go. He must have done these things successfully, himself. Namely:

- (a) **Successfully put a product on the market.** This means selling the product to the consumer through the dealer, wholesaler or jobber from the producer. (NOTE: This is organized selling. It's done completely.)
- (b) **He must know production.** This means understanding the possible extensions and limitations of sale of the product to be sold. (NOTE: He must have an engineering turn-of-mind from a production standpoint.)
- (c) **He must be a successful sales-service man himself.** This means that he has gone out and sold things and sold them so successfully that re-sales resulted.

There are hordes of men who can "tell" others "how" to sell. Give them all the fine points (read from books in most cases) and they couldn't sell if their life depended upon it. It's this kind of men who are the domineering sales managers and who will not survive this economic merchandising age.

You've got to go out yourself and do it. Take your own medicine. Go out and SELL. Before anyone can successfully tell others what to do, he must have successfully done those things which he prescribes.

Then, you'll find that your men will follow you. Anyone will follow a leader in any pursuit of life. Courage is the force that makes for success.

And sales-courage is what's needed as never before in the history of the world.

Leaders do things in an organized manner. They're folks who do things—not talk them. We have too many talkers, boasters and exaggerators—and not enough "DOERS" in the selling field today.

Printed Salesmanship is your Modern Merchandiser. Why? Because it gets economic distribution. The points of accomplishment have been outlined in the foregoing pages.

ployed. Writers of note will be "copy-men" and replace the novice-writer of today, who writes a few words, uses a few arrows and orange and black color schemes.

The day of "Specialization" is HERE.

And "Standardized Selling" is the greatest need to adequately meet the economic situation which every man and business and nation faces, today.

Now, getting back to the steps of standardized selling.

Steps in "Standardized Selling"

Distribution (the sum total of selling by every source) is the keystone of our great economic sales problem. This we must standardize—organize in order to successfully standardize your selling.

Keep this thought forever in mind—"Printed Salesmanship" establishes distribution.

You may advertise in the newspaper; you may advertise in magazines, billboards and you may advertise through personal salesmanship but it's "Printed Salesmanship" that organizes them all.

PROOF:

Nearly every Ad you read in newspapers or magazines says: "Send for beautiful booklet"—"Coupon brings illustrated Catalogue"—"Write for our Literature describing our merchandise—it tells everything." And

"Send for our representative—no obligation," reads another Ad.

The salesman calls. Takes with him a catalogue, folder or booklet to SELL HIS MERCHANDISE.

You get inquiries of every kind from your advertising but it's Printed Salesmanship that finally makes—"THE SALE." Hold on to this idea.

Modern business makes it an economic necessity to "pave-the-way" for your salesman. What do you do?

You use space in the specialized business publication which reaches your trade and you mail out direct advertising with "Return Card" for salesman "To Call." He "follows-up." And the sale is made.

This proves that "Printed Salesmanship" is the "Modern Merchandiser." Now, how are we going to organize it and effect "STANDARDIZED SELLING"?

Here's the way:

- (1) **"STANDARDIZE YOUR MARKET."** Eliminate all profitless sources. Your bookkeeper will have the records. Or your statistician. Take time and develop your standard market. It pays.
- (2) Next step. Zone it. Assign customers to certain salesmen ("Servicemen" tomorrow.) See that they see them on standard schedule. Follow-up their calls with a miss-call list to each salesman. Showing them that they're missing customers and not only they are losing money but their house loses, too.

(Continued on page 48.)

(Right) Airplane view of Rowntree & Co. of York, England, manufacturers of cocoa and chocolate, pastilles and gums.



Seebolt Rowntree, President
Rowntree & Co., Ltd.



Rowntree & Co. of England, Purchase Cowan Co., Limited of Canada

*Old Established English Concern Takes Over Canadian
Company. Now Control One of Largest and Most
Modern Plants of Its Kind in the Dominion.
Plan Extensive Alterations and Much
New Equipment*

HERE has just been announced the purchase, by Rowntree & Co., Ltd., of York, England, of the Cowan Co., Ltd., of Toronto. When interviewed, Mr. Arthur Nelson, managing director of Rowntree & Co. (Canada), Ltd., said:

"The purchase of the Cowan Company by Rowntree & Co. is the logical outcome of the policy we have followed since our entry into the Canadian market. Some time ago Rowntree & Co. realized that Canada offered very great possibilities for their products, and with a view to determining just how far we could go in investing time and capital in Canada, we formed Rowntree & Co. (Canada) Ltd., with offices and warehouses in Toronto and other centers throughout Canada.

"Since that time our success has been so marked that we are forced, several years ahead of the time expected, to have a plant here.

"It had been our original thought that our Canadian business should develop to the place where it would be necessary for us to build a small plant, and as the business grew, enlarge it.

"However, so swift has been our growth in sales that not only is it essential for us to have a plant immediately, but it is necessary to have one of considerable capacity.

"The Cowan Company is one of Toronto's million-dollar industries, and has for a great many years been the largest producer of cocoa, chocolate and chocolate products in Canada. It was natural that Rowntree & Co., after deciding to invest in a Canadian plant should seek one of the type of the Cowan Company's. Their buildings are of the newest and best in the chocolate indus-

try in Canada, and offer an opportunity for carrying out the manufacturing policies which Rowntree & Co. have developed over a period of 200 years in this business.

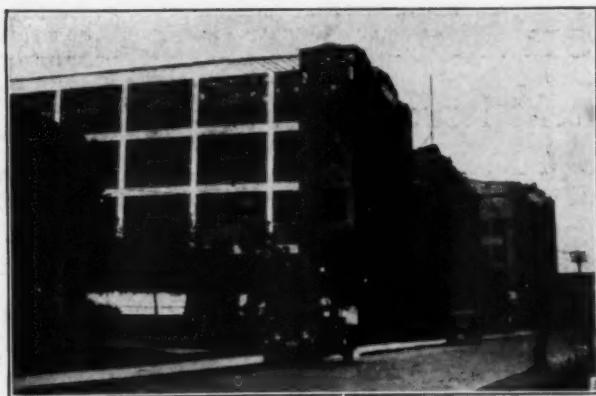
"Rowntree's are to take over the Cowan Company on January 1st. As soon as the transfer is complete it is the intention to make very extensive alterations and install considerable new equipment. Here Rowntree's will also make Rowntree cocoa and chocolate with the same skill and care as have been practiced in England for over two centuries. The world-famous Rowntree chocolate process has been slowly developed by a large staff of technologists and chemists, which is the research department of the Rowntree organization. The tradition and reputation of the Rowntree name will be reflected in the purity and quality of its products manufactured here.

Evidence of Faith in Canada

"The parent company of York, England, is one of the largest, if not the largest producer of cocoa and chocolate in the world. From their great factory in England, Rowntree products are shipped to all parts of the world.

"The purchase of the Cowan business and its addition to the already large Rowntree business in Canada will mean that Rowntree & Co. (Canada), Ltd., will now be one of the biggest factors in the cocoa and chocolate industry in this country. It is an evidence not only of the returning prosperity of the Dominion, but also of the faith which the Rowntree organization have in Canada, that they have decided to make such a very large investment here. Both the manufacturing and selling policies of the Company will be based on those

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Modern chocolate plants of Cowan Co. at Toronto, purchased by Rowntree's of England



Arthur Nelson, managing director, Rowntree & Co. (Canada, Limited) will continue his duties with the new organization

which the English Company have found so eminently successful during its two centuries of business. These include an attitude towards the employees of the company which has made the Rowntree plant at York one of the world's models in enlightened business administration. In the same way, the quality of Rowntree products has been placed ahead of consideration of volume of sale and profit, and this policy will be maintained in the Canadian factory.

West Indies Preferential Tariff Complained of by Chocolate Manufacturers of Canada

When seen by a reporter of the *Ontario Daily Telegram*, before the purchase of the Cowan Co. was announced, H. N. Cowan, president, admitted that if the plant changed hands the Cowan interests would still be represented in the business. He was not ready to assign any special causes for the disposition to sell, but stated that the new West Indies preferential treaty proposed by the King government and not yet ratified would be an added hardship on makers of chocolate. Under the terms of this proposed preference a duty on foreign chocolate of two cents per pound would be imposed, with a duty of 1½ cents per pound on chocolate of British origin, other than the British West Indies, where there is not a preferential treaty. West Indies chocolate would come in free.

A Wasted Penny

"This puts a duty of two cents per pound on the chocolate we mostly use, coming from West Africa," said Mr. Cowan. "The idea is to force the chocolate maker to use British West Indies raw material, but we will have to continue employing the Accra beans from West Africa. There will be no more West Indies chocolate imported, but we will pay more from the other source and our manufacturing costs cannot absorb that extra. It is more than two cents because the duty will be paid on the raw material, on the husks, etc., and not on the finished chocolate and cocoa."

Other chocolate men say that the West Indies cocoa will still be three to four cents per pound dearer than the West African chocolate, even

when the duty has been paid, and that it will be cheaper to continue using the African product.

Appeal to Ottawa

"If the chocolate manufacturing business in Canada had proper tariff protection," said the head of another large Toronto business, "the Cowan people would not be selling out, and Canadian manufacturers would be in possession of their own market, which they are not now. Last year over a million dollars worth of confectionery came in here from the United States. The Confectionery Industries of Canada, our association, is preparing an appeal to Ottawa for relief from present conditions. If they give the West Indies the proposed preference the government should also reduce the sales tax of 5 per cent on the manufactured product."

Junked Cocoa Plant

"Under proper protection our business would be increased 25 per cent. We were forced out of the cocoa business a year or so ago. We installed a complete cocoa plant here, but found that United States makers of cocoa butter were enabled to dump the by-product, cocoa, into Canada in carload lots which was sold as low as one cent per pound. They also use surplus cocoa as fertilizer, which is sold at \$10 per ton. We were glad to be able to sell our plant to a Philadelphia manufacturer."

"We also had a licorice department here, which was destroyed on account of lack of protection. The duty on imported licorice products is 22 per cent plus a half cent per pound, and the duty on raw materials entering Canada is 30 per cent. We could not pay that duty on raw materials to compete with manufacturers coming in paying the smaller duty. Our labor cost in licorice was six cents per pound, and from overseas the labor cost was only about two cents per pound. The

(Continued on page 49.)

Process Patent on Light Porous Candy

Full Text of Patent Issued Sept. 28, 1926

to J. K. Farley

President Farley Candy Co., Chicago

THE present invention has for its object to produce a novel kind of candy and an efficient method of making the same.

Specifically considered, the present invention may be said to have for its object to produce a candy in which the sugars are in crystal form and which, at the same time, shall be puffed up so as to be extremely porous and light.

A candy may perhaps be made more or less porous by creating in the interior gases which, in escaping or attempting to escape, cause the candy to puff up or swell. To do this, however, the candy must be in a warm, plastic condition and, after the gases have escaped, the candy might collapse and settle. In any event, even though the resulting product may be more or less porous, the sugar content thereof may be in an amorphous form and not crystalline.

Results Discovered

I have discovered that a light, porous candy of crystalline structure may be obtained by the simple expedient of mixing with the mass of material, before it is fabricated into individual candies, something that will induce crystallization and something else that will produce the gases necessary to cause swelling; then heating to a temperature sufficient to soften the candy material and create the gases; and then cooling. The process must be so performed that crystallization will begin and be carried out sufficiently to prevent a collapse of the swollen or expanded candy before the sustaining effect of the gases is lost. In other words, crystallization and swelling or expanding must take place simultaneously, although the swelling or expanding may begin before crystallization and the completion of crystallization may take place after the expansion has stopped.

Crystallization may be induced at the proper time by mixing with the batch largely of amorphous material, a small quantity of crystal sugar, this being done while the batch of candy material is still plastic and before it has reached a state of equilibrium.

The material for producing the gases must be one in which the disassociation point is low that is, one in which the gases are formed at a temperature considerably below the highest temperature to which the candy material may successfully be heated. I have found that the best results are obtained by baking at temperatures of from 200° F. and 240° F., and therefore the gas-forming material must have a disassociation point well below those temperatures. Ammonium carbonate is a material whose disassociation point is low enough and, as it has long been used in the art of baking and elsewhere, it may be employed to advantage in my improved process. The sugar crystals constitute nuclei about which the sugar in the original candy batch crystallizes after the mass has been heated and begins to cool.

How the Process Is Carried Out

My improved process may be carried out as follows: A mixture of sucrose, dextrin and dextrose is first made. The sucrose may be either cane or beet sugar. The dextrin and dextrose may be ordinary corn syrup. The mixture is melted in water and the water is evaporated. The batch so made is allowed to cool partially. Before the batch has reached a condition of equilibrium and become hard, crystal sugar is worked into it. Then just before the mass is pulled in a candy pulling machine or otherwise, the ammonium carbonate is added. After the pulling has been completed, the mass is divided into small sections of a size and shape determined by the finished product to be made therefrom. These small bodies are then passed slowly through an oven, remaining in the same about ten minutes. The oven should be hottest at the point of entry and become cooler toward the point of exit. A temperature of from 200° F. to 240° F., depending on the thickness of the rudimentary candies, has been found to be satisfactory for the hottest part of the oven. In passing through the oven, the rudimentary candies first become heated to the point of plasticity; then the moisture is driven off; then the candies begin to swell

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owing to the formation of ammonia and carbon dioxide; and, as the swelling progresses, crystallization sets in. It is preferable to keep the candies hot for some minutes after they leave the oven, to permit a complete dissipation of the gases into which the ammonium carbonate resolves itself and to permit the completion of the crystallization. The candies are therefore preferably carried through the oven on an endless metal belt that extends a considerable distance beyond the oven at the exit point of the latter and thus continues to supply heat to the candies after they leave the oven.

The most satisfactory results have been obtained with a mixture containing somewhat more sucrose than corn syrup. An increase in the proportion of corn syrup slows up the rate of crystallization while a decrease in the proportion of corn syrup makes crystallization more rapid.

The finished candies have a volume about three times as great as the rudimentary candies, and have a firm crystalline structure.

While I have described with particularity a single specific way of carrying out my invention, in order to make the principle thereof plain, I do not desire to be limited to the exact details thus described; but intend to cover all such steps, formulae and products as come within the definitions of my invention constituting the appended claims.

I claim:

Claims of the Process Patent

1. The method of making candy, which consists in mixing with a plastic cooked batch of candy an ingredient to form nuclei of crystallization and an ingredient adapted to form gas and puff up the candy material under the action of heat, heating the mixture until such gas is evolved, and permitting the mixture to cool.

2. The method of making candy, which consists in thoroughly mixing with a batch of cooked candy, while still plastic an ingredient to form nuclei of crystallization and an ingredient adapted to form gas and puff up the mixture into pieces of the desired shape, dividing the batch into small pieces, heating such pieces until such gas is evolved, and then permitting said pieces to cool.

3. The method of making candy, which consists in mixing with a batch of candy, in which the sugars are largely in an amorphous state, while in a plastic state, an ingredient adapted to form nuclei of crystallization and a gas-producing ingredient

having a low disassociation point, heating the mixture to a temperature above said disassociation point and high enough to render it sufficiently plastic to puff up under the action of the gases evolved, and then slowly cooling.

4. The method of making candy, which consists in mixing with a cooked batch of candy, while in a plastic state, an ingredient adapted to form nuclei of crystallization and a gas-producing ingredient having a low disassociation point, dividing the mixture into pieces of the desired size and shape, heating such pieces to a temperature above said disassociation point and sufficiently high to make the said pieces plastic and capable of swelling when the said gas is evolved, and then gradually cooling said pieces.

5. The method of producing a puffed candy having a crystalline structure, which consists in heating a cooked candy mass having distributed through the same nuclei of crystallization to a temperature high enough to cause crystallization to set in upon cooling, causing a gaseous fluid to be evolved within such mass, and gradually cooling the mass.

6. The method of producing a puffed candy having a crystalline structure, which consists in heating it and causing it to puff up under internal gas pressure and, before it has an opportunity to collapse, causing crystallization to begin and be carried to a point that the candy will be maintained in a puffed condition.

7. The method of producing a puffed candy having a crystalline structure, which consists in thoroughly mixing with a cooked candy mass, while still plastic, crystal sugar and ammonium carbonate, heating the mixture to a point somewhat above the disassociation point of the ammonium carbonate, and then slowly cooling.

8. The method of producing a puffed candy having a crystalline structure, which consists in cooking a mixture of sucrose, dextrin and dextrose, incorporating in the mixture, while still plastic, an ingredient to form nuclei of crystallization and a gas-forming ingredient having a low disassociation point, heating the mass to a temperature above said disassociation point and sufficiently high to render the mixture plastic, and then cooling.

9. The method of producing a puffed candy having a crystalline structure, which consists in cooking a mixture of sucrose, dextrin and dextrose, incorporating in the cooked mixture when comparatively cool and still plastic sugar in crystal form and ammonium carbonate, heating the mass to a temperature sufficiently high to permit it to puff up when the ammonium carbonate is transformed into a gas, and then cooling.

MODERN MERCHANDISING DEMANDS STANDARDIZED SELLING

(3) Tell them that—

"The more calls they make
The more orders they take."

Follow-up their calls with a letter. Get it up in a standardized way so that one letter fits a certain group of accounts. Another letter, another special group of accounts, And so on.

Take away any accounts from salesmen who miss customers a second time (after your miss-call list has been given to them). All sales representatives must meet their standardized-call schedule.

Where no salesman covers your list, your letters, folders, broadsides (Printed Salesmanship) are to be standardized as outlined in 3rd paragraph above.

Never start a campaign unless you can "KEEP IT UP." A letter in-between campaigns is your permanent messenger-salesman.

Standardize your distribution. First see that every salesman knows, feels and lives your business. He's your sales-talk distributor.

Develop a standardized sales-talk. Every business has its own peculiar language. Its own selling points. Boil them down to pithy dynamic essentials.

Develop a Sales Manual

Print it in a pamphlet. Make a manual with illustrations to dramatize it. Bring out the effects—actively. Sales animation comes from graphically crystallizing the kernel of a sales idea and putting it across in an "active way."

Send this pamphlet to your entire organization. They're all salesmen for you. Use them. Henry Ford made every one of the men in the factory feel that they were just as much advertising salesmen for him as the men in the field. Just in the same way as the Liberty Loan and American Protection League men at home were "fighters" as much as the soldiers at-the-front. From scrub-woman to President all should boost the success—radiate it—for the house for whom they work.

That's organized selling—ALL SELLING.

And it's "Standardized Selling" with a definite objective. Success is certain for the organization who employs it.

Every good word you speak for your business

is—salesmanship. And when you speak it you distribute it. And when all speak it alike—it's standardized. Isn't it simple after all?

Simplified selling, truly.

Now, the advertising agency who does not give full credit to "Printed Salesmanship" as the great sales-standardizer is surely slipping. Why? Because business is adopting this forceful and productive "infant" in the advertising-selling profession and is obtaining big and profitable results.

Newspaper, magazine and billboard advertising as one *great-standardized-selling-force* must be linked-up with personal salesmen by "PRINTED SALESMANSHIP" to successfully sell and resell.

To organize selling and standardize it you must "Link-up" Personal Selling and National and Local display, advertising with—"PRINTED SALESMANSHIP."

Retail Outlets

Now we come to your sales-depot. Where the consumer comes to buy the merchandise you have made. Or where your Jobber or Agent stocks your goods.

Open your own sales distributing agency like Ford and others if your "Merchandising Survey" proves that you cannot sell profitably through your present source. But there are mighty fine jobbers who cannot be displaced, regardless of what some manufacturers and economists may say. They've built up years of "good will" which you cannot buy.

Standardized Selling is where you control and make the satisfactory sale from product to purchaser. No exceptions.

Until you control sales "all-the-way-through" (like Ford) Mr. Business man you'll never realize permanent profits and greater growth year by year.

This does not mean you have to handle your organization like Ford's. But on the *same principle of sales-control*.

Realizing, as you do, that each business has a "Personality" its very own—you must sell it. That's all you've got to sell. Assuming your prod-

uct's as good as any on the market. Among big businesses of the same kind this "better-stuff" is being eliminated. Personality is the great all-standardized-selling-force.

Your business is as successful as your management. Your combined personalities. The brains behind business records its success. Sell them!

How your business was built. What has gone into it. The quality of your product. Who buys it. The successful growth of your business year-by-year. These are the things that—SELL. And Re-Sell. *STANDARDIZE THEM*. Sell 'em and sell 'em over and over again. That's Modern Merchandising in a nut shell.

It's the re-sale that brings you permanent profits. The first sale is always an expense. Ask any business man in any manufacturing industry.

Sales must be built with this fact in mind. It's just a simple example of mathematics. Addition and multiplication. Never subtraction, however. Subtraction means loss. Standardized selling permits of no subtraction. All addition and multiplication.

Now, you see the wisdom of "Standardizing your Selling." See that your salesmen (Service-

THE MANUFACTURING CONFECTIONER

men) all talk the same powerful sales language. Be sure it's organized. Every step of the sale to be plainly and forcefully told.

Get out an "INSTITUTIONAL BOOK" expressing the personality of your business.

Next, organize your advertising based upon it. See that your newspaper, magazine, and billboard and radio advertising—all speak the same standardized selling language.

Now, you're ready for your "Re-sale Builder."

You effect standardized distribution through your "Standard Selling Plan" through "PRINTED SALESMANSHIP," before you advertise in newspapers, magazines, etc. Thus, "Printed

Salesmanship" is the very foundation of your selling structure. Have it right. Make it of the best quality that money can buy.

Put the same quality-principle in your "Printed Salesmanship" that you put into your product. You should. It represents your product. Reflects it on every sense of the word.

Send out highest grade "Printed Salesmanship" ahead of your salesmen (Servicemen). Behind them. In-between them. Keep your sales alumining.

"Printed Salesmanship" is your sales starter. It's your sales stimulator. *Have no sales-stop.* Standardize your selling as outlined and successful selling is yours, permanently.

You Can Legally Refuse to Sell Price Cutters

(Continued from page 32.)

(d) Informing itself, through its soliciting agents, and through publicly circulated advertisements of customers which come to its attention, and through other legitimate means, without any co-operative action with its other customers or other persons, as to the prices at which *Cream of Wheat* is being sold.

The most recent case decided by a Federal Court relative to re-sale price control is that of Harriet Hubbard Ayer, Inc., vs. Federal Trade Commission, decided by the United States Circuit Court of Appeals, Second Circuit, on November 3, 1926.

In this case Harriet Hubbard Ayer, Inc., petitioned the Court to review an Order issued by the Federal Trade Commission requiring that Company to cease and desist from maintaining or carrying into effect its alleged policy of securing observance of re-sale prices for its products by co-operative methods with its customers and agents.

The Court in its decision stated that a general policy of using co-operative methods was not shown by the evidence and that the Federal Trade Commission was not therefore justified in issuing a Cease and Desist Order.

In other words, if the evidence had supported the contention of the Federal Trade Commission that the Company was using co-operative methods with its customers and agents for the purpose of maintaining re-sale prices on its products, the Federal Trade Commission would have been justified in issuing a Cease and Desist Order.

The importance of this decision to all lines of business interested in re-sale price control is not the fact that the Court decided in favor of the Company for that was merely a question of insufficiency of evidence to support the Federal Trade Commission's complaint, but is important because of what the Court said relative to the legal right of a firm to refuse to sell price-cutters.

The Court said:

"As long as the manufacturer does not monopolize his line of products and use unfair or fraudulent methods, he should be permitted to exercise the privilege which the law accords him of selecting his customers and refusing to sell customers who undermine the market by becoming price-cutters.

"We can see no objection to the manufacturer prescribing conditions under which it will deal with jobbers or retailers so long as it does not attempt to force the price or cost at which the retailers may sell to the final consumer."

Rowntree's Buy Cowan Co.

(Continued from page 45.)

reason for the recent amalgamations of biscuit companies is that insufficient tariff protection against the world has cut into their earnings. That is what put the Patterson Biscuit Company of Brantford out of business after an existence of 80 years.

Fear More Cuts

"We are all wondering now whether there will be more tariff reduction and how it is going to hit us. It is clear that the government is dependent on the West for a working majority and if they want more tariff reduction out there, apparently they will have to have it."

The Cowan business was established many years ago and operated as J. W. Cowan & Co. It was afterwards incorporated in 1899 under Ontario charter with capital of \$25,000, which was increased from time to time until it now stands at \$750,000. The president and managing director, H. N. Cowan, is a son of the late John W. Cowan, and he has been associated with the Cowan business practically all his life. The officers are: H. N. Cowan, president; Charles T. Stark, vice-president; R. M. Fahey, secretary-treasurer; A. R. McFarlane, J. N. Shenstone and W. W. Cherry. Branches are conducted at Montreal, Winnipeg and Vancouver. The company has assets of over \$2,000,000.

An Ancient Firm

Origin of Rowntrees of York, England, goes back to the year 1725. Mary Tuke, daughter of a Quaker, started in business selling groceries and was prosecuted because she had not a license from the Merchant Adventurers' Company. Her descendants took up the manufacture of cocoa and chocolate, and in 1862 Henry J. Rowntree took over that branch and started to produce the "genuine rock cocoa" of the time. The factory estate at York covers 222 acres and employs number over 7,000. The company sells cocoa and chocolate all over the world.—*Ontario Daily Telegram.*



The Carrollton Viaduct on the B. & O. R. R. in Maryland, built in 1829, is the first stone arch railroad bridge in the U. S., and, as far as known, in the world. Its strong arch construction—as in the walls of Mid-West boxes—absorbs shock, vibration, and affords protection.

You Can Depend On Mid-West Boxes

It is a well known fact that unvarying, high quality in any product will eventually build up a reputation for its maker and create a steadily increasing demand—and that is exactly the situation as regards Mid-West corrugated shipping boxes today.

The consistent pursuit of an ideal has raised the Mid-West product to a high plane where it is often used as a comparative factor in determining quality and integrity of other similar products in the container field.



*The increasing use of Mid-West Boxes in your field is entirely due to their filling a need—
BETTER*

The close of the year finds Mid-West with an increased lead in its field. Its corrugated and boxboard products are known to have the "backbone" and resistance that have saved millions of dollars to shippers in the past years.

High, resilient corrugations, highest test liners, triple tape corners, extra strength in the score lines where most boxes are weak—these are only a few of many points of superiority and reasons for popularity with discerning buyers.

Don't take any chances. Specify Mid-West. Ask any user.

MID-WEST BOX COMPANY

GENERAL OFFICES
9th Floor, Room 51
CONWAY BLDG., CHICAGO

Corrugated Fibre
Board Products



FACTORIES
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You are now thinking of merchandising plans for the coming year. ~ ~ Add the package that has proved an "added reason" for the sale of candy!

Pilliod packages are profit producers. This is not a catch phrase; it is a fact.

Some of the largest manufacturers in America are including the Pilliod packages in their regular and special selling plans.

They are the outstanding wooden novelty packages on the market.

Made of genuine cedar wood and designed and finished in our own plant.

Beautiful in the extreme, the last word in package artistry. A number of new creations and new designs await your inspection.

We can help you in your merchandising problems for the coming year.

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THE PILLOD LUMBER CO.

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The largest and cleanest place of its kind devoted exclusively to the Manufacture of Paper Specialties, including Box and Pail Partitions, Box, Pail and Can Liners, Candy Dividers, Circles, Waxed Papers, Etc.

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A modern high-class fireproof 15-story hotel very close to Times Square and within a few minutes to all leading Theatres and Shops.

Rooms with running water \$2
Rooms with bath \$2.50 up

Special rates for short or long periods.

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SWEET GUM OR WHITE MAPLE

Blunt and Pointed.

Uniform in Length and Diameter.

Suitable for Use in Automatic Candy Machines.

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Employees
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*"they
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LARGEST PRODUCERS OF CANDY CUPS IN AMERICA

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BRANCH OFFICES IN
PRINCIPAL CITIES

A SPECIAL LABORATORY SERVICE for CONFECTIONERS



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Gelatine, chocolates, sugar, starches, cocoa, cocoa butter, glucose, milk and milk products, oils, flavors, extracts, food colors and all confectioners' materials.

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You'll find dependable working properties in every barrel!

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Even Better

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*A Superior
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BEMIS ASSOCIATES, INC.
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Candy Makers Rely On DUNN'S GELATINE

Grades for all purposes, specially produced and blended
for the Candy Industry.

Uniformity and economy guaranteed at all times.

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Black Walnut Flavor Imitation

This highly concentrated flavor is fine for taffies and creams. It is simply delicious in bakery goods and ice cream. It is used in connection with nut meats or alone.

Confectioners who have used it continue to order it in increasing quantities. That's how we know it is so good.

A working sample will be sent you without charge if you will write us on your business stationery.

Write for our complete price list.

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Established more than 70 years



**Kiddies look for
Easter Eggs
Easter time**

BLANKE-BAER Dipping Fruits in Easter Eggs make kiddies more joyous. Blanke-Baer Dipping Fruits, especially Pineapple Cubes, are established favorites for Easter Eggs. Then you may have the Dipping Peach, Dipping Kumquat and Dipping Strawberry to add their individual charms to chocolate Easter Eggs.

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It is not too early to lay your plans for Easter production. Your whole position will be strengthened by covering your Dipping Fruit requirements NOW.

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Centrally Distributed from the World's Largest Gelatine Factory or Our Warehouses

UNIFORMITY, STRENGTH, PURITY,

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**EXCELLENT GELATINE for
MARSHMALLOWS.**



United States Gelatine Co.

FACTORY: CARROLLVILLE, WIS.
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Purity

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Since 1868

**MILLIGAN & HIGGINS
GELATINE CO.**

222 Front Street New York, N. Y.



DODGE & OLCOTT CO.



VANILLA

VANILLIN

ME take this occasion to wish our many friends and customers—and our customers are our friends—A Happy and Prosperous New Year for 1927; to thank them for their patronage and their high regard for Quality.

We will do our part to further the progress and healthy growth of the candy industry by continuing to make only High Grade Quality Coatings—the kind that ever satisfy the user and consumer alike.

A fact worth emphasizing is that "candy is known by the quality of its coatings."

BOSTON
90 Washington Street, N.

MERCKENS CHOCOLATE CO., Inc.
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BROADWAY, 73rd to 74th STREETS, NEW YORK CITY

12 minutes from Pennsylvania and Grand Central Stations.
5 minutes to Theatres and Shopping District

1260 ROOMS

(All Outside)

New York's most complete hotel. Everything for comfort and convenience of our guests.

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Open from 6:30 A. M. until midnight

Music — Dancing

2 Radio Orchestras

Ladies' Turkish Bath

Beauty Parlor — Drug Store

Barber Shop

Stock Brokers Office

All in the Ansonia Hotel

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300 Rooms and Bath..... \$3.50 per day

Large double Rooms, twin beds, Bath \$6.00 per day

Parlor Bedroom & Bath (2 persons) \$7.00 per day

Special Weekly and Monthly Rates

A restful hotel—away from all the noise and "dirt" of the "Roaring Forties." No coal smoke, our steam plant equipped oil fuel. Coolest Hotel in New York in Summer

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In Conjunction with the Hotels Colonial, Anderson, Richmond and Cosmopolitan

"Arlington Operated"



From
Sunny Italy

With all their delicious flavor
preserved intact by a special
process.

Velvet Cherries

for dipping

Each one perfect in form and color,
each one firm, yet delightfully tender—
Velvet Cherries add to your reputation
for confections of high quality.

*Samples and prices gladly
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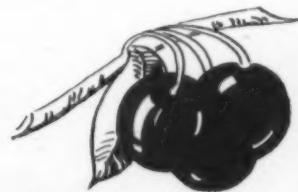
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C. M. PITTS & SONS CO.

BALTIMORE



NATIONAL CERTIFIED FOOD COLORS

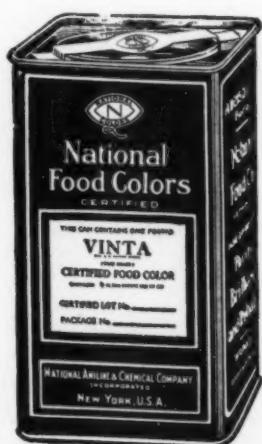
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THE very first time you use Keystone Gelatins you will be delighted with their superior quality. This quality is the result of our practice of using only the very finest raw materials and preparing our gelatins under the strictest possible sanitary conditions.

At the same time Keystone Gelatins have the necessary strength to answer all requirements.

KEYSTONE *Gelatins*

Why not buy this kind of gelatin—gelatin of good odor, clarity, sweetness and purity—instead of the ordinary kind?

They are especially adapted for use in the manufacture of marshmallows.

Write today for samples of Keystone Gelatins. You'll say that for strength and quality, no others you have ever used can equal them.

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Walter Baker & Co.'s Liquor Chocolates and Coatings



Are the Standards of
the Trade for Con-
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Sweetened and unsweetened;
light, medium and dark, what-
ever the difference of color or
flavor, all are *absolutely pure*,
smooth and uniform to work.

The taste and appearance
of confections depend largely
upon the coatings.

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WALTER BAKER & CO., LTD.

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57 Highest Awards at the Expositions of
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America's Finest Coating Machine

Quality Output
with
High Gloss
Finish



Built in Three Sizes: 16-inch;
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Universal Candy and Chocolate Machinery Co., Inc.

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Sales Office: 117 Atkinson Street, Boston, Massachusetts

Prevent the valve leaks that cause spoilage

Put genuine Jenkins Valves on your kettles. Prevent the leaks of steam and water that so often cause the unnecessary spoilage of quantities of chocolate.



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Screwed Jenkins
Standard Bronze
Globe Valve

Put Jenkins Valves on your radiators, in your fire hose lines, in your power plant — wherever long-term low-cost valve service is required. The Jenkins "Diamond" mark identifies a valve made for the maximum service, not merely the average—a valve tested at the Jenkins factory to allow a wide margin of safety.

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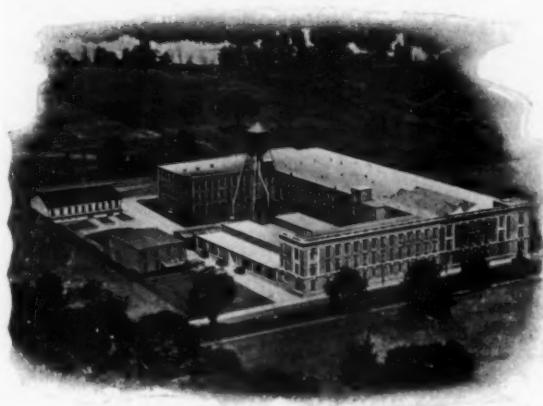
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Largest Manufacturer
in the World of
Chocolate and
Candy Machinery

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Our engineering department
is at your service. Write us.

Chocolate Molds



BARS, CAKES, FANCY PIECES
Double Molds for Hollow Figures
PANS—LARGE and SMALL

EPPELSHEIMER & CO.

34 Hubert Street

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PERKINS DRY ROOM DRYING GUM AND STARCH

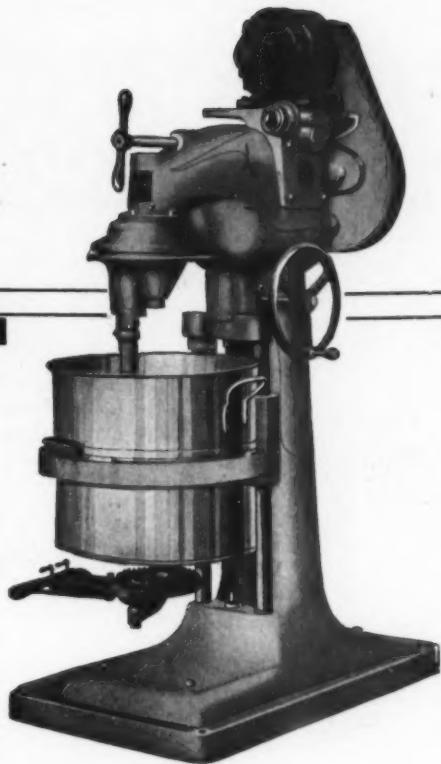
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THE LOWNEY CO., Boston
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AUERBACH, New York City
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PAUL F. BEICH CO., Chicago and Bloomington
LITTLEFIELD & STEERE CO., Knoxville, Tenn.

Hawley and Hoops, New York City, purchased one of our rooms. We received last month an order for four more for drying gum in the starch.

All manufacturers using the Perkins Condensing Method give a clean product to their customers.

ELMER E. PERKINS COMPANY
BRADLEY, ILLINOIS



Read 3-Speed Candy Beaters

are daily gaining a world wide reputation as the most useful machine for the Candy Shop.

MIXES—
BEATS—
WHIPS—
CREAMS—

Read Machinery Co.

YORK, PA.

MIXING AND
BEATING MACHINERY



THE MANUFACTURING CONFECTIONER'S —CLEARING HOUSE—

MACHINERY FOR SALE.

FOR SALE—ONE BONBON CUP separator in perfect condition. For price and full particulars write Chas. Candy Co., St. Joseph, Mo.

FOR SALE—1 SPRINGFIELD Mogul, first-class condition. Price \$1,750.00 f. o. b. cars Newark, Ohio. Practically new. Brux Candy Co., Locust and Second Sts., Newark, Ohio.

FOR SALE—2 MARBLE SLABS 3 x 6 ft., 1 marble slab 3 ft. 6 ins. x 7 ft., 1 marble slab 2 ft. 6 ins. x 5 ft., 2 steel slabs 3 x 5 ft. 2 dipping tables, galvanized iron covered, 3 warmers each wired complete, 4 dipping racks holding 28 trays, 250 trays for same, oil cloth covered, 150 starch trays 32 inches long 15½ inches wide inside, 33½ x 16½ inches outside measure, 1 No. 3054 Racine Starch Printer with 7 boards of molds, about 200 molds to the board, consisting of caramel, drops (three sizes), an Easter egg, pattice and a crescent piece, 2 batch warmers, one 30 inches with hood, one 36 inches without hood, 1 Panderson 10-inch hand operated automatic caramel and nougat cutting machine, 1 200-lb. Racine chocolate melter and mixer with ¾-H. P. direct connected motor, 3 18½-inch gas furnaces with blower and motor attachment manufactured by Improved Appliance Co., of Brooklyn, N. Y., 1 single action open fire agitator. All articles in excellent condition. If interested, write Dawson Brothers Chocolate Co., Corry, Pa.

FOR SALE—MODEL "F" REX cream center maker. Deposits 48 "hand roll" centers and has plate to blank it off to 24. Price right. Palmer Candy Co., Sioux City, Iowa.

FOR SALE—2 REX HAND ROLL Machines and a large supply of trays. Very reasonable. These machines are in first-class condition. Mrs. Stover's Bungalow Candies, 1118 Walnut Street, Kansas City, Mo.

MACHINERY FOR SALE.

FOR SALE—RACINE BASKET dipping machine, complete with warming table and 27 baskets. Used only one month. Good as new and a big value for \$275.00. Nichols Candy Co., Indianapolis, Ind.

FOR SALE—WOOL CHOCOLATE dipping machine for dipping nuts, equipped with double feed; Peanut Roaster, direct driven; Mills Sizing Machine, Racine Automatic Sucker Machine, Caramel Cutter, Racine, Peanut Butter Mill. Straub's 200 lbs. per hour. All these machines are in first class condition. Apply Marshall Candy Co., 1237 N. California Ave., Chicago, Ill.

FOR SALE—ONE INTER- changeable Werner Depositor and National Equipment Starch Cleaner. Both machines in excellent condition. The Nunnally Company, Atlanta, Ga.

FOR SALE—1 GREER CONVEY- ing System, good condition, \$150.00; 1 Rotex No. 47 Starch Sifter, \$50.00; 1 No. 20 H. P. Gas Fired Kane Boiler, \$250.00; 1 20 H. P. Oldfeldt Gas Fired Boiler, \$250.00. Bennett Hubbard Candy Company, Chattanooga, Tenn.

FOR SALE—WERNER LITTLE Wonder Cream Beater in A-1 condition. Will consider trade on a Savage Marshmallow Beater. Chas. Arnold & Sons, Peru, Indiana.

WANTED TO BUY

WANTED—1 MOTOR-DRIVEN Pulling machine (second hand) to pull 50 to 100 lbs. John J. Minto Candy Co., 700 S. Hall St., Montgomery, Ala.

WANTED—600-LB. COOLER. Allen & Andrews, Corning, N. Y.

WANTED TO BUY

OPEN TO BUY IN THE SPRING Sucker Machine, Simplex Vacuum Cooker in first class condition. Quote rock bottom prices and details for Toronto, Ontario. Address J-102655, care The Manufacturing Confectioner, 30 N. La Salle St., Chicago, Ill.

HELP WANTED.

Sales Manager

Boston manufacturer of high grade package, bulk and bar goods line requires the services of a Sales Manager—a man who has had a successful record and is between the ages of thirty and forty-five. He must be ambitious, resourceful and able to handle men.

This is an unusual opportunity for a high grade man, and if he is successful in his work with us, he will be given an opportunity to become part owner of this business.

All applications will be held strictly confidential.

Give full details in the first letter.

Address L-122665, care The Manufacturing Confectioner, 30 N. La Salle St., Chicago, Ill.

PAN MAN—EXPERIENCED ALL around man for middle-west factory. Small modern plant, ideal conditions. References required. Address L-122666, care The Manufacturing Confectioner, 30 N. La Salle St., Chicago.

ATTENTION CANDY SALES- man—We have a very attractive proposition as a side line on a commission basis, for candy salesman. It is a product that is used extensively by candy retailers, and will not interfere with your present line. Liberal commission. Address L-122667, care The Manufacturing Confectioner, 30 N. La Salle St., Chicago, Ill.



THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

HELP WANTED.

WANTED—SALESMAN TO HANDLE our line of Nut Products and Candy as a side line to the jobbing trade on commission basis only. Tennent Products Co., Inc., Freehold, N. J.

WANTED—A WOMAN EXPERIENCED on enrober, hand dipper, and packer. Good opportunity, steady employment. Factory located in the middle west. Address K-112658, care The Manufacturing Confectioner, 30 N. LaSalle St., Chicago, Ill.

WANTED—CHOCOLATE COATING salesman to sell the retail and some wholesale trade in Chicago. Must be able to sell the highest grade of goods and to finance himself. This is a commission proposition. Give full details of experience and references. Address K-112659, care The Manufacturing Confectioner, 30 N. LaSalle St., Chicago, Ill.

WANTED—FOREMAN FOR cream department in high class package goods house in New York. Must be accustomed to large production and fine quality. Address K-112660, care The Manufacturing Confectioner, 30 N. LaSalle St., Chicago, Ill.

EXPERT CONFECTIONER, SPECIALIZING in pastilles and clear gums. Excellent opportunity to take charge of manufacturing. State experience fully. Address J-102651, care The Manufacturing Confectioner, 30 N. La Salle St., Chicago.

OHIO MANUFACTURER WANTS capable, experienced operator for 4 chocolate enrobers, quality work. Position permanent. State age, experience, where employed and wages, accompanying application. Address B. & E., care The Manufacturing Confectioner.

HELP WANTED.

WANTED—MARSHMALLOW Working Foreman who understands thoroughly the manufacture of high grade goods. State salary, age and references; also latest employer. Address J-102656, care The Manufacturing Confectioner, 30 N. La Salle St., Chicago, Ill.

WANTED—WORKING FOREMAN in Cream Department, making Fine Cream Centers for hand and machine dipping, also Crystallized Creams, must be thoroughly experienced and have references. Factory situated in Western New York. Give all particulars. Address I-92650, care Manufacturing Confectioner Publishing Company, 30 N. LaSalle St., Chicago, Ill.

SALESMAN WANTED—EXPERIENCED, calling on retail confectionery trade in New York City and Brooklyn, to handle line of specialties for Christmas, Easter and Mothers' Day. Line consists of fancy Chests and Mottoes paying liberal commissions. Write stating experience and lines handled in first letter. Address reply I-92647, care The Manufacturing Confectioner, 30 N. LaSalle St., Chicago.

CATERING MANAGER—WE want a first class man capable of serving large parties and operating a retail store, serving meals, also soda fountain, candy department and hall, which is rented to fraternities and societies for dances and entertainments. State in full detail past experience, name concerns connected with, length of service and in what capacity employed, salary expected, etc. Kindly include references. All applications strictly confidential. Address Price Candy Company, 1701 Main street, Kansas City, Missouri.

POSITION WANTED.

POSITION WANTED—BY FIRST class pan man, 14 years' experience on both hard and soft coated goods. Can handle help and get production and furnish good references. Address L-122664, care The Manufacturing Confectioner, 30 N. La Salle St., Chicago, Ill.

EXPERIENCED SALES MANAGER who is also familiar with the retailing, jobbing and brokerage of confectionery will be available first of year. Age 33, married. Best of references. Replies confidential. Address K-122668, care The Manufacturing Confectioner, 30 N. La Salle St., Chicago, Ill.

POSITION WANTED—ENROBER foreman, 14 years' experience; can handle help to get big production. Can furnish best of references. New York City preferred. Address K-112663, care The Manufacturing Confectioner, 30 N. LaSalle St., Chicago, Ill.

FACTORY MANAGER-SUPERINTENDENT—Sixteen years practical experience, backed by thorough technical training in all branches of the manufacture of a complete line of candies and coatings. Thoroughly familiar with all manner of plant problems, raw materials, equipment, the proper training and handling of help, modern and practical methods of cost finding. My references as to character, integrity, ability and experience will satisfy the most exacting; 33 years of age and married. Address K-112661, care The Manufacturing Confectioner, 30 N. LaSalle St., Chicago, Ill.

SITUATION WANTED—EXECUTIVE'S assistant. Young married man desires position as assistant to president or treasurer or as office manager. Well versed in accounting work, financial statements and credit details. Location in east preferred. Address K-112662, care The Manufacturing Confectioner, 30 N. LaSalle St., Chicago, Ill.

Ask Your Department Superintendent

how much the machines listed below will increase your production—improve quality and uniformity—and lower costs.

Chocolate Dipping Department

Enrobers, Springfield

Belt and motor driven
Short and long delivery system
Kihlgren Stokers
Bottoming Attachments
Automatic Nut Feeder
500-lb. Racine Chocolate Melters,
motor driven
300-lb. Springfield Chocolate Melters,
belt and motor drive

Chocolate Machinery

Baker 4-pot close coupled Conge,
6,000 lbs.
Lehmann 4-pot Conges, 1,000 lbs.
Lehmann Cold Box
Springfield Tempering Machine
Racine Chocolate Depositor
Springfield 5-roll Refiner
Bausman Liquor Process Machine
36" Triple Mills
Springfield Paste Moulding Ma-
chine and Shaking Table
Springfield Cracker and Fanner
Springfield and Lehmann 6-ft.
Melangeurs
Springfield 6-ft. and 7-ft. Chasers
Burns 5-bag gas and coal Roasters
5 and 10c Flat and Almond Bar
Wrappers.

Moulding Department

Mogul, Springfield

Springfield No. 2 Depositors
12 to 80 outlet Pumps
Racine and Werner Depositor
Simplex and Racine Starch Bucks

Cream Department

Werner 600-lb. Syrup Cooler and
Snowflake Cream Beater
Ball, 4, 5, and 7-ft. Cream Beaters
Springfield 50-gallon Cream
Remeelter
Burkhard 40-gallon Cream
Breaker
Werner 35-gallon Cream Breaker

Marshmallow Department

Werner 100-lb. double-action
Beater
Read Whipping Machines

Caramel Department

Mills, 2-Way Automatic Cutters
White and Racine Cutters
Mills and Racine Reversible
Sizers
50-gallon Tilting and Mixing
Kettles
Ideal Caramel Wrappers

Hard Candy Department

Springfield Continuous Cooker

6,000-lb. capacity per day
Baker Continuous Cooker
300-lb. to 600-lb. Vacuum Cookers
3 ft. x 8 ft. Water-Cooled Tables
Werner Ball Machine
Simplex Plastic Machine and Sizer
Racine Continuous Cutter
Brach Continuous Cutter
Racine Automatic Sucker
Machines
Power Drop Machines
Revolving Pans, 38" with and
without coils
Model K Kiss Machines

Nougat and Jap Department

Mills Nougat Cutter
50-gallon Mills, double-action
Tilting Mixer
Springfield, 50-gallon, Patent,
double-action Tilting Mixer
Savage, 25-gallon, Patent, double-
action Tilting Mixer
40-gallon Jap Mixer
Mills Patent Jap Cutter and Sizer
Mills and Heilmann Cocoanut Bon
Bon Center Machines
Mills Patent Cocoanut Grater

These machines are only part of our complete stock of confectionery machinery. Write us your wants.

We have all of these machines in stock, ready for immediate delivery. They are rebuilt and guaranteed to be mechanically perfect and to give the same service and satisfaction as new.

Our prices are very reasonable

UNION CONFECTIONERY MACHINERY CO.
INCORPORATED
318-322 Lafayette Street, New York

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